



New Business in India: The 21st Century Opportunity (World Scientific Series on 21st Century Business)

Paul Davies

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New Business in India is focused on how to enter the Indian domestic market, which is currently growing at nearly 10% per annum. The book is important as it is based on first-hand experience and real insights into the market in India, establishing a company and business, and developing the marketing and sales programme for both business-to-business (B2B) and business-to-consumer (B2C) companies. Serving as a comprehensive introduction to entering the market, this book, in short, is able to take business planners and developers working in both large and small companies through the processes they must address in order to establish a successful business in India at a time when there is a first-mover advantage.

Contents:

- *India Now*
- Why India?
- Understanding Indians and Indian Business
- The Domestic Market
- Which Products, Services and Sectors — and Why
- Barriers to Entry and How to Overcome Them
- Creating the Business Case and the Business Plan
- How to Enter the Market: Partnership, Distributorship, Joint Venture, DBOT, or Do It Yourself
- Sales and Marketing in India
- Staffing in India and Global Talent Management
- Next Steps: Turning These Insights into Real Business Advantage
- India Tomorrow

Readership: Business professionals: CEOs, CFOs, COOs, CMOs; business development managers; business students; business journalists; business analysts; management consultants.

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