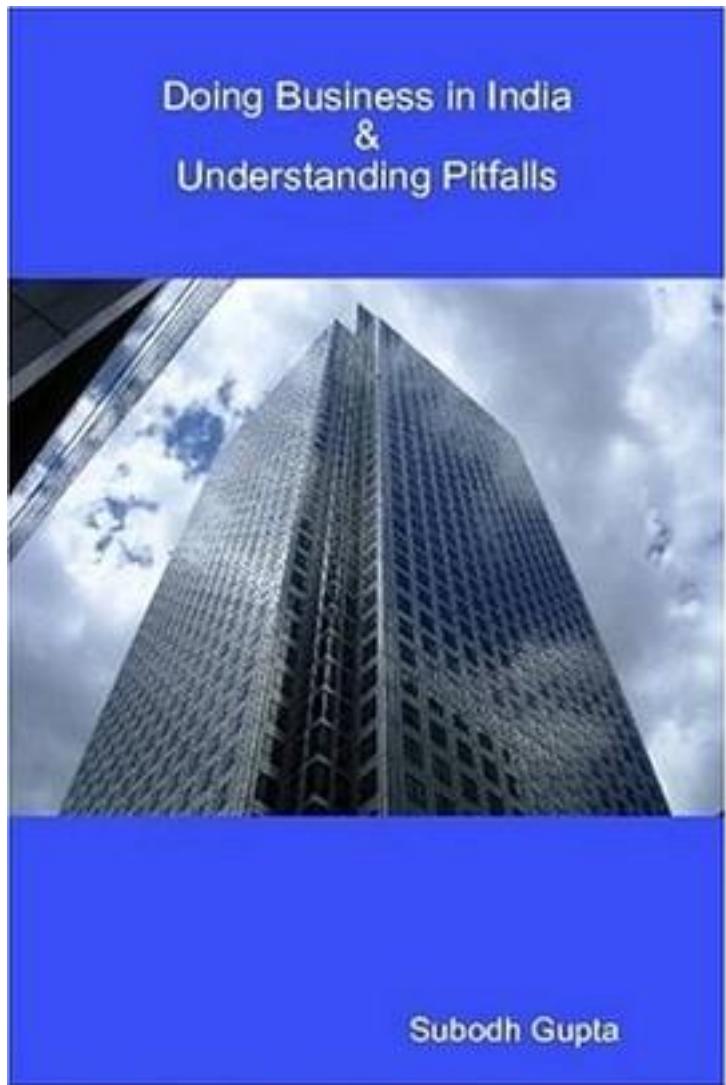# Doing Business in India & Understanding Pitfalls

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"The only book on understanding pitfalls while doing business in India" This book focus in details on Indian real estate and retail market, BPO and IT industry, education system and examine some predictions on Indian economic growth by leading consulting organizations. This practical book will create awareness about business environment in India and certainly help you in avoiding the cost of expensive mistake. This book is ideal for business leaders, managers or entrepreneurs from the West who are planning or already doing business in India. About the author: Subodh Gupta was born and brought up in India, has worked for about 12 years in India as an entrepreneur, an engineer, a guest professor to various MBA schools, a training consultant for The Times of India Group and about 3 years in the UK as a freelance trainer and consultant.

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