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India Business Checklists is directed toward professionals who are exploring the opportunity that the Indian economy can offer their business. It covers essential elements of doing business in India, from basic travel tips to various business and legal issues. Coverage includes health and safety, etiquette and expectations, market entry strategies, types of business entity, evaluating risk, choosing a location, distribution channels, HR issues, tax structures, the legal system, dealing with corruption and much more. Case studies from Coca Cola, Crocs, Audi, Vodafone, Amway and many others.

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