




**New Business In India: The 21St Century
Opportunity: 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.

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