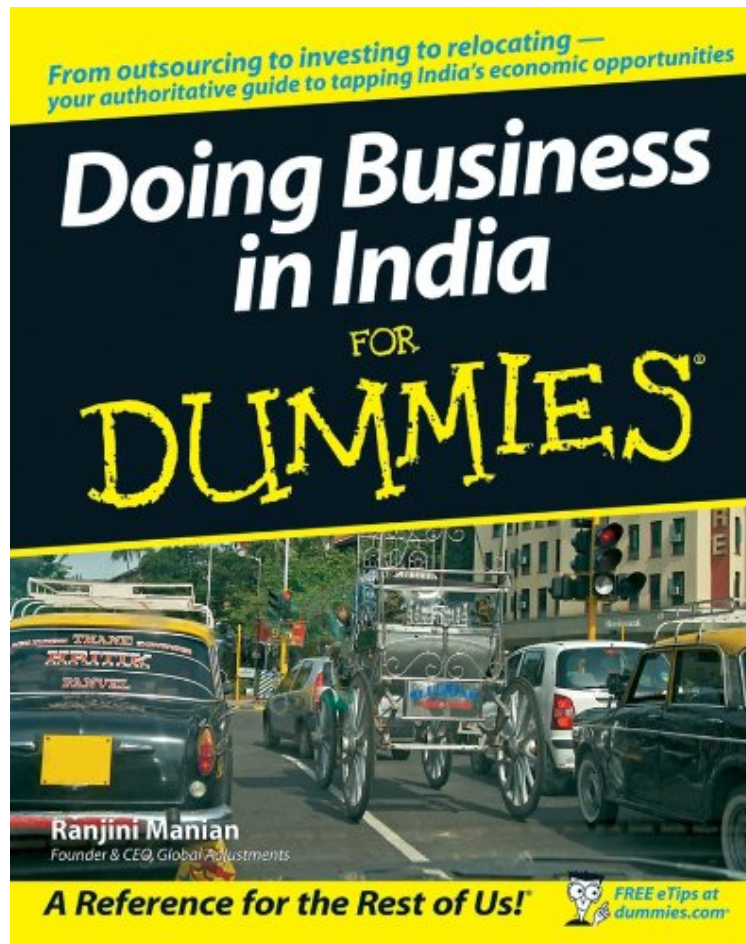


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## Doing Business in India For Dummiesreg;

*Ranjini Manian*

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**Ranjini Manian : Doing Business in India For Dummiesreg;** before purchasing it in order to gage whether or not it would be worth my time, and all praised Doing Business in India For Dummiesreg;:

4 of 4 people found the following review helpful. This book is worthless!By jhThe book is worthless for starting a business in India. It gives advice like "you need to apply for a tax ID number". Seriously? How about some advice on how to do that and the steps to follow. There is little advice about PAN's, TAN's, Import licenses, Shop Establishment, etc. Worthless!1 of 1 people found the following review helpful. Very helpful, but needs an updateBy PeterDon't be afraid of the the title, which is just a bit silly. The book is quite sound.I used this book to prepare for leading my first Scrum training in India. I found it very helpful to understand Indians and what motivates (or does not motivate) them. This helped me structure my course to be more effective. I was also able to work more effectively with my business partners. In India they may speak English, but the culture is quite different and a little understanding goes a long way!Readers of Sharon Bowman's Training From the Back of the Room! will find the advice on training quite in sync with the TFTBOTR philosophy.My only complaint is that the book is 5 years old. Many of the examples were even older. I would like to see more up to date examples, if for no other reason than to have some assurances that the

examples are still relevant. It seems India is rapidly changing place. 0 of 0 people found the following review helpful.  
Five Stars By John W. helpful

India is booming! This practical, easy-to-understand guide covers all the basics of setting up and growing your business in India, from choosing a location and selecting your Indian team to understanding the legal system, evaluating business partners, and settling disputes. You also get handy tips in financing, marketing, and manufacturing, as well as doing business from abroad. Develop a strong business plan Train and manage your Indian team Cut through bureaucratic red tape Build lucrative relationships Overcome communication challenges

"This practical, easy to understand guide covers all the basics of setting up and growing your business in India"nbsp; (Retail Leisure International, December 2007) From the Back Cover Navigate Indian politics, culture, and etiquette The fun and easy way to expand your business to India India is booming! This practical, easy-to-understand guide covers all the basics of setting up and growing your business in India, from choosing a location and selecting your Indian team to understanding the legal system, evaluating business partners, and settling disputes. You also get handy tips in financing, marketing, and manufacturing, as well as doing business from abroad. Develop a strong business plan Train and manage your Indian team Cut through bureaucratic red tape Build lucrative relationships Overcome communication challenges About the Author Ranjini Manian is a linguist, pioneering businesswoman, and homemaker who lives in the southern Indian city of Chennai. She was raised in Mumbai, where she studied French Literature at Elphinstone College and attended the University of Sorbonne in Paris. Ranjini is fluent in French, Japanese, Spanish, English, and several Indian languages. She's traveled extensively, covering about 26 countries, for work as well as for the exploration of other cultures, making her a multicultural expert. Ranjini founded Global Adjustments, India's leading destination and crosscultural services company. She created and continues to be the editor of India's only free cultural magazine: At A Glance ndash; Understanding India. Under her leadership, Global Adjustments has been chosen as one of the top ten ldquo;cool companiesrdquo; of India by Business Today and received several awards, including a commendation from the President of India. In pursuit of their mission to ease people's passage to India, the Global Adjustments team has worked in the past dozen years with Fortune 500 companies and people from 70 different nationalities.