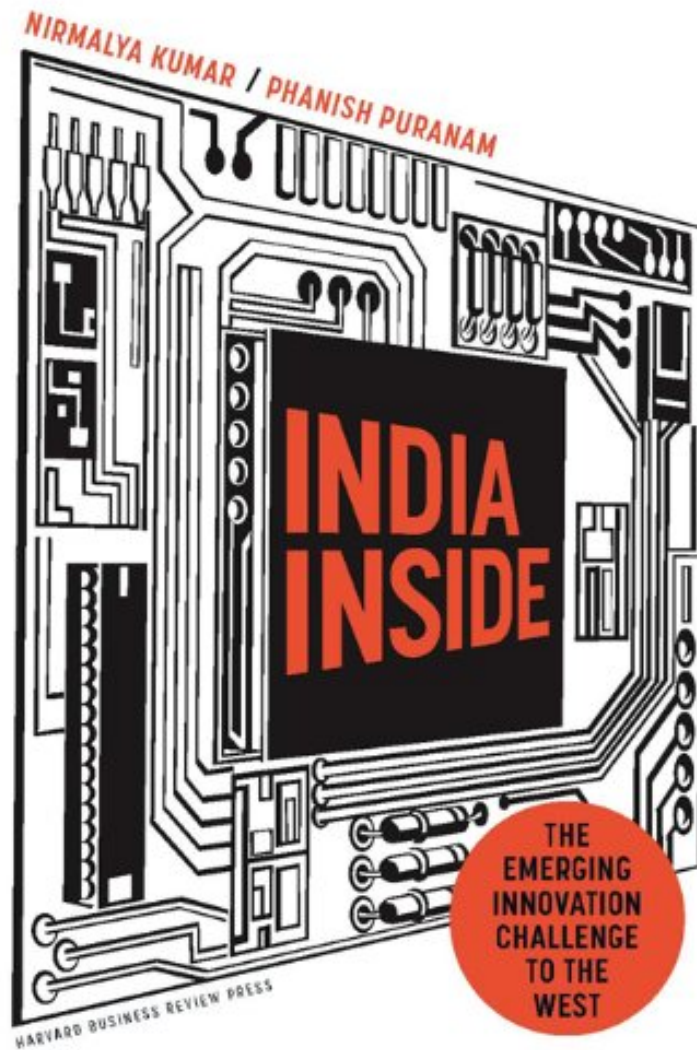


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## India Inside: The Emerging Innovation Challenge to the West

*Nirmalya Kumar, Phanish Puranam*

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BRICBy COTTIEBOBPass on this tome that fails miserably at delivering any business insight into developing a successful strategy for doing business in India!

Thanks to its ability to innovate, the developed world will always have a distinct advantage over the developing world, right? Not according to leading management experts Nirmalya Kumar and Phanish Puranam. In *India Inside*, the authors draw on their research to show how India is already turning this assumption on its head often in ways invisible to consumers in the developed world. Through their research and extensive interviews with India-based executives from such companies as AstraZeneca, GE, Infosys, Intel, and Wipro, the authors unveil the dramatic rise in invisible innovation occurring in India from B2B products and R&D outsourcing to process and management innovation. The book also illuminates Indian companies' growing ability to innovate consumer products that are compact, low-cost, efficient, and robust in the face of harsh environmental conditions. The authors' analysis makes clear that for certain kinds of innovation, the long-held monopoly of the developed world is over. *India Inside* provides a wake-up call for executives and policy makers in the developed world and a clear-eyed view of both the challenges and opportunities facing multinationals seeking new sources of innovation in the future.

*India Inside* is an authoritative source that any reader with a serious professional interest in India might want to consult. The Futurist: The book is intellectually superior to the likes of [others]. Kumar and Puranam have done a good job of abstracting from disparate elements on the ground. -Business Today (India) Essential reading for India watchers... [the book] draws on illuminating interviews with executives from companies including Infosys, GE Healthcare and Bharat Forge to show the shift on the shop floor. The Financial Times