



## FLYING WITH THE WINGED ELEPHANT

By Sourajit, Aiyer

Book Condition: New. Publisher/Verlag: LIBERTAS-Europäisches Institut | Niche Opportunities for Global Businesses that May Emerge in India | On the cover there is this flying elephant. India has often been characterized by the &apos;Elephant&apos; vis-à-vis &apos;Dragon&apos; for China. India&apos;s evolving socio-economic profile, coupled with expectations of revival, can create niche opportunities for businesses worldwide. They can boost growth and help the elephant to race ahead, hence the usage of &apos;Wings&apos; The usage of &apos;Flying&apos; is to convey to global businesses that they could benefit from this growth, by actively partnering in these opportunities. This is the content of this book by Sourajit Aiyer, a financial expert from Mumbai/India. One should also bear in mind that the language of business in India is English, and it is spoken across strata of population. The legal system is largely based on the British common-law, a result of its colonial heritage. For global businesses, these aspects might make India relatively easier to navigate, as compared to others in the emerging economy universe. Knowledge First - this corporate mantra has to be recalled by every reader who should read this paper openly and intelligently. Based on an appeal by an Indian politician, that the 21st...



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