

INSIDE THE INDIAN BUSINESS MIND

A Tactical Guide for Managers

**Katherine C. Zubko and
Raj R. Sahay**



PRAEGER

AN IMPRINT OF ABC-CLIO, LLC

Santa Barbara, California • Denver, Colorado • Oxford, England

Contents

| | |
|--|------|
| <i>Illustrations</i> | ix |
| <i>Preface</i> | xi |
| <i>Acknowledgments</i> | xvii |
| <i>Introduction: Entering the Market</i> | xxi |
| 1 In the Land of Curry: An Age-Old Cuisine | 1 |
| 2 A Recipe for Business Success: The Most Important Ingredients | 19 |
| 3 Ingredient 1: Hospitality | 25 |
| 4 Ingredient 2: Role Expectations | 35 |
| 5 Ingredient 3: Business Caste or Hierarchy | 45 |
| 6 Ingredient 4: Project Process and Management | 55 |
| 7 Ingredient 5: Leadership and Teamwork | 65 |
| 8 Ingredient 6: Risk and Action | 75 |
| 9 Ingredient 7: The Pursuit of Wealth | 85 |
| 10 Ingredient 8: The Original Business Contract | 97 |
| 11 Ingredient 9: Nonconfrontational Negotiation | 109 |
| 12 Ingredient 10: Cultural Views of Time and Space | 119 |
| 13 Ingredient 11: Women in the Workplace | 131 |
| 14 Seasoned to Perfection, or How to Mix Your Ingredients with Success | 143 |

viii Contents

| | |
|--|-----|
| <i>Conclusion</i> | 153 |
| <i>Appendix: Facts About India: Menu Options</i> | 157 |
| <i>Notes</i> | 167 |
| <i>Bibliography</i> | 175 |
| <i>Index</i> | 177 |