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Conquering the Chaos: Win in India, Win Everywhere

By Ravi Venkatesan

Harvard Business Review Press. Hardback. Condition: new. BRAND NEW, Conquering the Chaos: Win in India, Win Everywhere, Ravi Venkatesan, India is back! With the country's general elections in 2014 resulting in a government formed by a new political party, the Bharatiya Janata Party, led by a business-friendly prime minister, Narendra Kumar Modi, the world's largest democracy is once again on the minds of business leaders the world over. The renewal of interest in India is all the greater because of what's happening in neighboring China. For over thirty years, China was the growth engine for many Western multinational companies, but the combination of a slowing economy, rising wages, and increasing political risk has most companies looking for the next China. No other country is better positioned to play that role than India. In the short term, though, India will remain a challenging market, with a well-deserved reputation for corruption, uncertainty, and stultifying bureaucracy. Those hurdles are unlikely to go away soon. Yet India may be on the verge of unprecedented growth. Can you afford to wait or should you plunge into this complex market today? What does it really take to win there? How do executives deal with India's volatility,...

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