



# Doing Business in India For Dummies

By Ranjini Manian

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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

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### Editorial Review

#### Review

"This practical, easy to understand guide covers all the basics of setting up and growing your business in India" (*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.

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#### 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 – Understanding India*.

Under her leadership, Global Adjustments has been chosen as one of the top ten "cool companies" 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.

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