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## Indian Management: Thought and Practice

By Amit Gupta, Ravi K. Dhar & Silky V. Kushwah (Authors)

Gen Next Publication/Gyan Books Pvt. Ltd., New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. Indian business and industry in the 21st century has witnessed mind boggling changes on account of the opening up of the economy in late 20th century. The onrush of competition from across the Indian shores and the unleashing of the enterprising spirit within the nation changed the business and economic scenario to such a great extent that managing business with the paradigms of the previous century became extremely unfeasible and incompatible. In such a scenario not only the private sector but also the public sector repositioned itself to survive and flourish in a seamless global market. The chapters included in this book mirror this concern with the new reality. They spotlight attention on the attempt of Indian business organisations to reinvent themselves to fulfill their strategic intent and contribute to the overall welfare and well being of each of their stake holders. They also focus attention on the nature of changes that management has undergone in the Indian context, in the specific areas of Human resource, Finance and Marketing. The studies included here show that while the private sector organizations are capitalizing on...



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