



Chindia Rising: How China and India Will Benefit Your Business

By Jagdish N. Sheth

McGraw Hill Education, 2007. Softcover. Book Condition: New. First edition. Prof. Jagdish Sheth's book Chindia Rising is a brilliant analysis of not only how China and India will occupy the prime position as two great economies in the future, but how they are different from economies that became success stories. Indeed in the 19th and 20th Century, Europe and U.S. were the main players, and later Japan and Korea, each followed a model based on their culture, resources, and markets. Both India and China are operating in a new environment, where capital is not scarce, entrepreneurship is a winner, globalization and communications is a reality for future growth, and we have abundance of bright human resources and huge domestic markets. These observations, and particularly the analysis of the differences between Western economies and Chindia, with enumerable examples, reads like a well researched case study

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