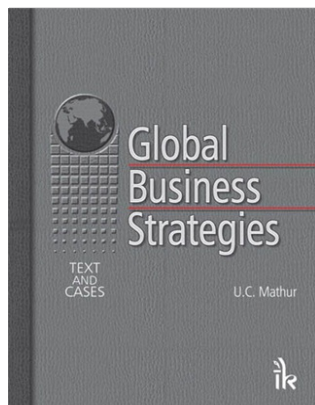


Global Business Strategies: Text and Cases, 1/e

U.C. Mathur



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About the Book

Most countries opted market economy where, money and product sales are dependent on demand and supply paradigm rather than extraneous factors such as politics and government. The assertion needs clarification as most robust economies such as US and EU have been supporting their local businesses, thus flaunting the tenets of free or market economy. The WTO has been trying to correct the situation with other UN bodies.

The book covers areas such as outsourcing, setting up international businesses, manufacturing units and international trade. Trade barriers, both tariff and non-tariff, international market segmentation, customer communication, including personal communication, advertising, sales promotion, publicity and public relation have been dealt with from global viewpoint.

Salient Features

- ▶ Takes the readers on hands, on mission of exploring the different aspects of global business scenario, possible India's role in gaining their rightful share in the global market
- ▶ Wide coverage of the subject, having real life, class tested case studies
- ▶ Offers a unique blend of learning the subject so vital to the country's economy with comparative ease and the needed depth for masters programmes and would help even doctoral students.
- ▶ Includes strategic information on certain selected countries, how to enter their markets, the cultural situation that would help global business players to avoid from making avoidable blunders.
- ▶ Deals with the cultural aspects of global business in detail.
- ▶ Comprehensive on the subject, uses lucid style for easy reading for global student community and other global stakeholders.

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Professor Mathur started his career in the corporate world as a Junior Manager; came to hold positions as President and CEO World Digital, CEO Modi Telecom, CEO/Vice President Escorts Telecom and General Manager of Uptron. Later he took to teaching Management. He has taught at the Maharishi Institute of Management; Delhi School of Economics, Delhi University; Institute of Management Technology, Ghaziabad; Institute of Management Studies, Noida; Institute of Management Research, Ghaziabad; and Goa Institute of Management, Goa.