



Export Challenges and Strategies in Indian Industry, 1/e

S. Shanmugasundaram & N. Panchanatham

2012	256 pp	Hardback	ISBN: 9789381141939	Price: 795.00
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About the Book

Entering an export business requires careful planning, management commitment, knowledge on capital and market know-how, competitive pricing strategy and access to quality products.

Export Challenges and Strategies in Indian Industry covers a wide range of topics relating to export business in India, viz., production challenges, procurement challenges, technological challenges, cost challenges, supply chain challenges, HR challenges, financial challenges, quality challenges, research & development challenges, international pricing challenges, infrastructure challenges, government policy challenges, international packing and marketing challenges, export shipping challenges, export marketing, WTO related issues, trade and non-trade barriers, market survey, India's export potential, export competitiveness, market-related issues, policy issues, issues from Indian standard, issues relating to foreign direct investment, labour issues, and so on.

This volume is an attempt to augment the existing resources on export business.

Salient Features

- ▶ Compilation of 26 articles dealing with a wide range of topics relating to export business in India.
- ▶ Covers all the basic export/import challenges in Indian industry mainly, procedures and documentation challenges, experienced foreign traders, and cost saving information and advice.
- ▶ Covers all the important sectors, namely, agriculture, IT, manufacturing, tourism, etc.
- ▶ Each article is preceded with an abstract, keywords, and ends with a conclusion and references.

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About the Author

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