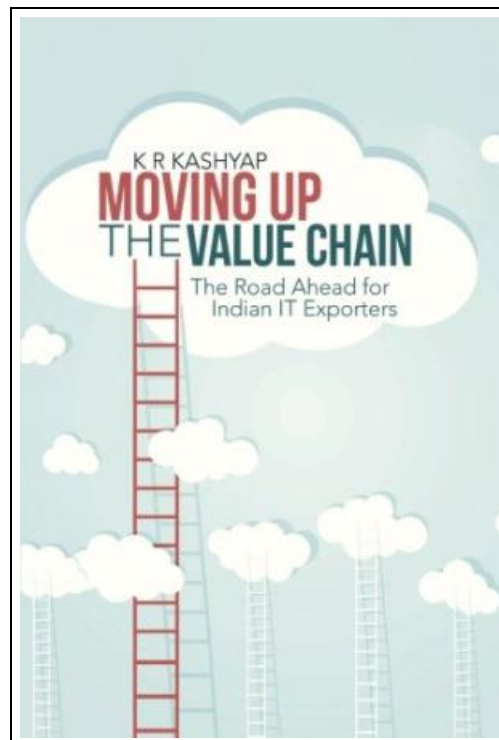


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MOVING UP THE VALUE CHAIN: THE ROAD AHEAD FOR INDIAN IT EXPORTERS (PAPERBACK)

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Partridge Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The book explains the way forward during 2014 and beyond for Indian IT Exporters in what the author refers to as a multi-speed global economy. The book covers several trends and industry shifts affecting Indian IT exporters from a business perspective. The primary focus is on multinational corporations (MNCs) and global banks based in the US and in Europe. The author leverages his industry experience to discuss strategies and new business models for Indian IT exporters. He also explains how the industry as well as Indian IT professionals can move up the value chain. Many topics are also relevant to India based captive units of MNCs in the Indian IT industry. The book is in three parts. Part 1 (chapters 2 to 4) introduces what the author describes as a multi-speed global economy. The theme of Part 2 (chapters 5, 6 and 7) is how to get closer to global clients from a business perspective. Part 3 (chapters 8 to 10) covers implications for Indian IT exporters. The topics are intended to ignite the minds of readers, especially young Indian IT professionals. This book will provide them the necessary insight move up the value chain in the years ahead.



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