



Opportunities and Challenges in the Global Business

By V K Gautam, B S Bhandari, S M Anas Iqbal, Vivek Kapre (Eds.)

Excel Books, 2008. Softcover. Book Condition: New. First edition. 18 x 24 cm. The liberalization, privatization and globalization of Indian economy have opened the doors of Indian market to the world. With this, the Indian companies have become free to explore the global opportunities. This book has been prepared keeping in mind the holistic approach of global business. It is a collection of research papers presented during the International Conference on Opportunities and Challenges in the Global Business. The book has been divided into six sections. The first section comprehensively covers the types of environmental forces predominant in the world and their impact in terms of opportunities and challenges for the global business. The second section deals with the issues related to logistics in today's highly competitive world. The third section elaborates the approaches related to forex and treasury management. Under the fourth section, many eminent authors have discussed SEZ, as it was introduced in 2005 and gave a big thrust to export and Foreign Direct Investment (FDI) inflow in the Indian economy. The fifth section is about the studies on WTO's role in developing countries with special reference to textile, agriculture, pharmaceutical, IT, healthcare, tourism and small and medium...

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