



India Uninc.

By Prof R. Vaidyanathan

Westland Limited, New Delhi, India. Softcover. Book Condition: New. India Uninc. is a book that focuses on presenting its readers with an accurate picture of the Indian economy. This picture is far from the so-called truth and is a revelation of what many experts have to say on the Indian economy. Many of the countrys leading newspapers, TV channels, business magazines and internet sources have voiced their views concerning India Inc. On the contrary, the author highlights the important role played by partnership and proprietorship firms, small kirana stores, small manufacturing units, household enterprises and other such units in the economy of the country, over the years. Thanks to the research conducted over a number of years, these units are getting the respect and recognition that is rightly due to them, in this new book. According to the author, entrepreneurs of small businesses need to be able to carve a niche in todays capitalistic economy. Providing you with a treasure of information and insight that is the result of the authors hard work, this book aims to give you a deep understanding of what the Indian economy is really all about. It is also ideal for those who want to understand India...



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