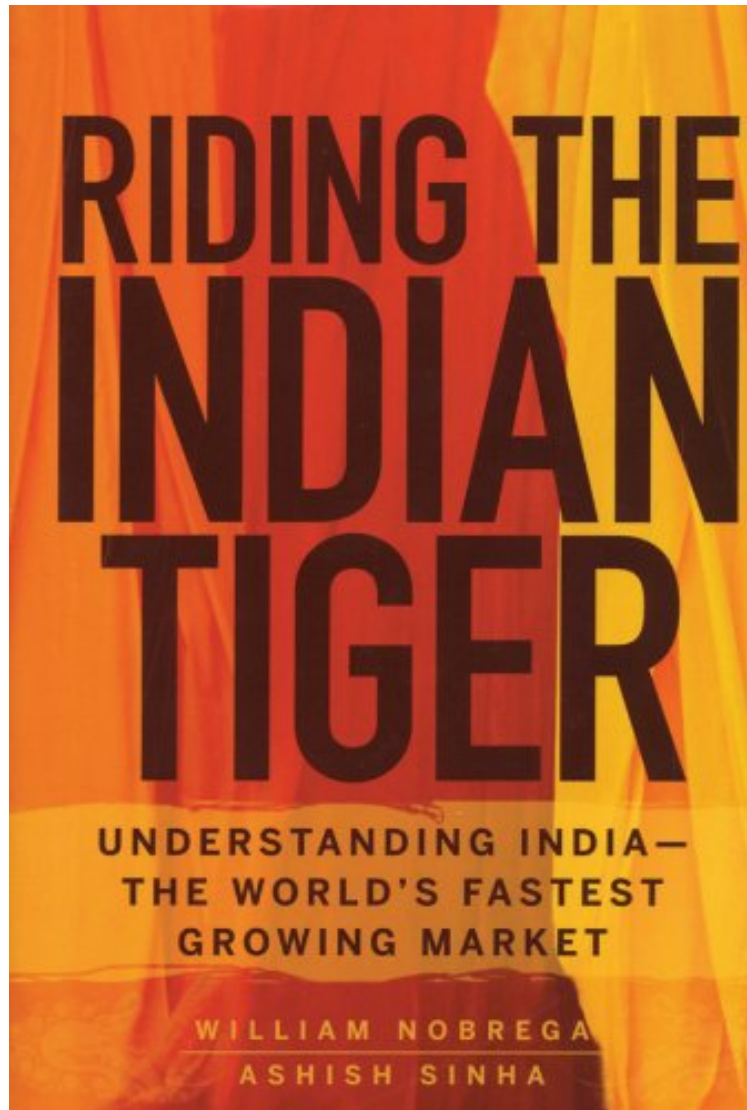


(Ebook pdf) Riding the Indian Tiger: Understanding India -- the World's Fastest Growing Market

## **Riding the Indian Tiger: Understanding India -- the World's Fastest Growing Market**

*William Nobrega, Ashish Sinha*

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**William Nobrega, Ashish Sinha : Riding the Indian Tiger: Understanding India -- the World's Fastest Growing Market** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Riding the Indian Tiger: Understanding India -- the World's Fastest Growing Market:

2 of 3 people found the following review helpful. An excellent introduction to India, but limited in scope By E. Davis The authors know India from border to border and certainly are able to convey their confidence in writing about this complex country. The book is really aimed at small and medium-size businesses looking to learn more about the

country and its customs with an eye to doing business there. They begin with a brief history which is quite superficial, unfortunately. From there, they go region by region, highlighting specific industries, government programs and companies. There is great optimism about the economic future of India and it seems well founded. But their cheerleading of Ranbaxy pharmaceuticals seems misplaced given that the company has been under investigation by the FDA for years. One wonders what other problems they have glossed over. As a guide for individual investors, the book is virtually useless. There are only a handful of Indian companies that have ADRs and the authors do mention them. They don't discuss at all the closed-end and open mutual funds that invest in India. Most of the companies they mention that are listed on one of the Indian exchanges can't easily be bought by American investors. Nevertheless, this is not the focus of the book and they should not be criticized for the book they did not write. All in all, this is a useful introduction for the reader who wants to know more about the business climate in India. 0 of 1 people found the following review helpful. Tedious ride By Customer I had high hopes for this book as I am interested in the business environment there as well as desire to get a better understanding of working with Indians here; however, the book is poorly written and organized. The authors acknowledge a large number of contributors, but most seem to be Indian and perhaps that is where the problem exists as they tend to use a different type of expression than American English. India is a large and complex country as the different regions can be as different as countries can be. The early overview gives some sense to this, but seemed rather superficial and didn't leave me with a strong understanding of these regional flavors from a complete country perspective. Perhaps part of the problem was trying to cover so much in such a limited number of pages, but on the other hand much of what is said is repeated often and not to reinforce the idea, but almost as if we never heard the idea before. There are definite different tones to the writing suggesting that the two authors split up the work then patched it together. Sometime you get the sense of who is writing other times it becomes rather confusing. Overall there is information that can be gleaned from the book, but it is a lot of work to get it. Unfortunately I cannot suggest a different book as a better option.

In 2008, India will likely overtake China as the world's fastest growing economy and become one of the largest economies globally. Foreign investment is increasing dramatically and business opportunities abound for those who know how to find them. With a growing middle class and booming markets, India holds much promise for investors. *Riding the Indian Tiger* shows you how to get in on the ground floor and profit from India's economic boom.

"If you're an investor, you need to know about India. Unfortunately, before *Riding the Indian Tiger* came out, snappy, all-in-one primers on India's past, present and future had been hard to come by. The list of companies that do business with India includes the likes of Sony (SNE - Cramer's Take - Stockpickr), Gap (GPS - Cramer's Take - Stockpickr), Microsoft (MSFT - Cramer's Take - Stockpickr), General Electric (GE - Cramer's Take - Stockpickr) and Wal-Mart (WMT - Cramer's Take - Stockpickr). But the list of investors with experience in India, who know its regions, tendencies and opportunities, is short. And much of what is written about the country falls into one of two unhelpful categories: political bombast declaring that India is ever-powerful and will sink America, and the business hype jobs that call India a source of evergreen profit for the average investor. What has seemed lacking, until now, is a balanced and digestible overview that tells a bit about India's history, a bit about its regions, a bit about how it compares with China and thoughts on its future. *Riding the Indian Tiger: Understanding India -- The World's Fastest Growing Market*, (Wiley) by William Nobrega and Ashish Sinha is a must-read and earns a coveted Business Press Maven "Help" label, granted with great ceremony to books that help advance investor understanding. It is not a thrilling read, but the prose isn't wooden, and it's less than 250 pages. That means no excuses. And here's the beautiful part: Place your finger down at random at almost any point in this book, and you'll learn something important, thought-provoking or, at the very least, interesting about a country that stands as a contradiction in a myriad of ways. Where to start? Well, anywhere. How about page 12, part of the opening section that gives an economic tour of India's different regions? Haryana, close to New Delhi, is an agrarian state with a dairy bent, a fast-growing economy and an essential long-term challenge: With an underdeveloped supply chain and little of the milk pasteurized, potential lost revenue abounds. Or, read any of the pages between 67 and 92, where the authors compare India and China, point to any number of examples of the free press in India leading to better oversight and less corruption or the overwhelming demographic advantages enjoyed by India. The authors also argue that fashion apparel will thrive in the near future in India because of the nation's cotton production, technological advances of its textile industry, and increasing disposable income. National fashion producers are not sufficiently up to the task; the authors smell big opportunity. For some similar reasons and others quite separate, the hotel industry also is ripe for growth, according to the authors. Skip to page 203, in a section on understanding Indian business culture, and you'll learn about the Indian businessman's disinclination to say "no," which often causes disappointment when deadlines pass. This, the authors say, is changing. The introduction, an overview of India's history, which has lurched between colonialism, socialism and now capitalism, is a bit less subjective but probably just as important for anyone who needs a quick sense of this emerging economic behemoth. Don't skip it. ... The book, while not a scintillating read in terms of structure or prose, is filled with insight and factoids that will help you emerge, after less than 250 pages, far more knowledgeable about

India than you'd be from reading what else is available on the topic. " -- from TheStreet.com

**From the Inside Flap** Business strategies for tapping into the world's fastest-growing economy Wal-Mart, GE, and Microsoft have all opened major operations in India, while Shell and General Motors have invested in about 3,000 new factories on the subcontinent. Why are these titanic companies pouring funds into a country known for its slow economic growth? Because today there is a new India. The new India is a raging tiger in today's world economy that may unseat China as Asia's largest economic superpower. Shedding its socialist-dominated government of the twentieth century, India has embraced capitalism, as large private equity funds and a healthy middle class expand at a breakneck speed. Riding the Indian Tiger explains how business works in the new India, including: A detailed profile of India's financial markets Indian business culture Why India will outperform China in the coming years India's improving infrastructure What lies beyond IT and outsourcing A clear forecast of the opportunities ahead India's long history of Western economic domination is over. It has finally overcome the legacy of Nehru, whose socialist policies stunted economic growth, modernization, and global competitiveness for forty years. Detailed and informative, Riding the Indian Tiger explains the rules for succeeding in India's burgeoning market.

**From the Back Cover** "India is not the next China but China-plus—more successful with greater political stability and more rapid economic growth. The evidence is here. So are the Indian companies that are driving its transformation—and the failures and successes of foreign companies that are trying to ride the tiger. The lessons from their experiences are spelled out for everyone interested in the Indian boom." —MARVIN ZONIS, Professor, Graduate School of Business, The University of Chicago "For many centuries, explorers tried to ride the Indian tiger, with little knowledge or respect for this incredibly complex civilization and its values. A new group of explorers, the international business community, is now trying again. This book powerfully explains the naivete of trying to do business in India without an appreciation of the risks and rewards and the cultural challenges. India's history, politics, and caste system influence its huge market in fascinating ways. Enjoy the reading and the ride." —PAULO CALDEIRA, venture capitalist "Riding the Indian Tiger is valuable for a businessperson interested in the new India, and especially for the business traveler." —GURCHARAN DAS, author of India Unbound