



What's This India Business?: Offshoring, Outsourcing and The Global Services Revolution

Paul Davies

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A global services revolution is taking the business world by storm! From call centers and claims processing to human resources, accounting and even legal operations, service jobs are migrating from the West to India by the thousand each year. While cost reduction is often the initial goal of off-shoring, *What's This India Business?: Offshoring, Outsourcing and the Global Services Revolution* demonstrates its real value: increased quality and greater effectiveness. Rich in examples and expert advice, this nuts-and-bolts guide shows what it takes to surge ahead of market trends, build a sustainable new business model and unleash the power of Indian business people to gain an advantage for your business. This is a practical guide to a country of a billion people with a complex culture and vibrant business environment, offering proven strategies for working positively with Indian businesses. Paul Davies draws on his own experiences developing business partnerships in India to take you step-by-step through the planning and implementation stages, exposing the hidden costs and benefits, and carefully steering you away from the potential pitfalls involved in off-shoring. You'll learn to identify the essential qualities in a potential Indian business partner, to negotiate successfully and tackle corporate responsibility and to face the future of the business world with confidence. Very well timed and well placed to advise any companies thinking of taking the plunge. Such advice is invaluable. - *Financial Times* A must read for anyone trying to understand the Indian BPO industry or even the minds of Western managers and their concerns when they do business in India. - *The Economic Times* Eminently readable...the 'Welcome to India' chapters should be required for anyone considering business in India. - *Supply Management Magazine* CONTENTS India Today and Tomorrow PART ONE: WHAT'S THIS OFFSHORING BUSINESS? Business Process Offshoring India and the Global Services Revolution Where to Start PART TWO: WELCOME TO INDIA Your Arrival Preparing for Day One Getting Around IST— Indian S t r e t c h a b l e Time Meeting Differences PART THREE: WHAT'S RIGHT FOR YOU Making the Right Decision Due Diligence and Avoiding Risks Negotiations and the Art of Haggling The Right Result Creating Further Advantage Breaking into the Indian Market Corporate Social Responsibility

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