

<<SHAPING THE FUTURE 印>>

图书基本信息

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作者：Arun Maira

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内容概要

The first book to get at the root cause of India's problems. India is a country of enormous contradictions. On the one hand, India is one of the fastest-growing leaders in the new economy, with burgeoning technological prowess and a myriad of exciting business opportunities. At the same time, it is burdened with enormous poverty, a crumbling infrastructure, and a labyrinthine bureaucracy. This book by one of India's leading executives, discusses the country's recent economic transformation and addresses key issues that will not only affect companies investing in India but individuals struggling to cope with these changes. Using techniques of scenario planning and organizational learning, Maira guides the reader through the complex structures of Indian business and society and introduces a new approach to change certain to ignite debate. 作者简介： Arun Maira is Chairman of The Boston Consulting Group in India. His work spans over 30 years in creating and transforming organizations. He has consulted clients across a wide variety of industries on issues of strategy and organization. He is also an active member of BCG's Organization Practice Area.

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书籍目录

Acknowledgments Introduction Opening Scene: The Knocking on the Window. PART ONE: MANY TROUBLES
Chapter 1: Clear and Present Danger Chapter 2: The Perfect Storm PART TWO: OUT OF THE TRAP Chapter
3: Redesigning the Ship Chapter 4: Uncharted Territories Chapter 5: The New Navigators PART THREE:
PUTTING IT TOGETHER Chapter 6: Tuning Up Chapter 7: Playing in Harmony PART FOUR: THE NEW
COMMUNITY Chapter 8: A New Dialogue Chapter 9: Shaping the Future Chapter 10: Setting Forth Closing
Scene: Who Will Answer the Knock? Bibliography Index.

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