



India - Cross-Cultural Business Behavior: For Business People, Expatriates and Scholars

By Richard R. Gesteland, Mary C. Gesteland

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Divided in two sections, India - Cross-Cultural Business Behavior is based on the authors' 40 years of close involvement with India, including two expatriate assignments and decades of research and teaching. Part I of the book provides answers to 10 questions most often posed by Westerners doing business in India, including: Why do our suppliers in India constantly miss delivery deadlines? When does 'yes' really mean yes in India? Why do project teams and employees need to be micro-managed? Part II is a practical guide for families moving to India. This section addresses such critical concerns as how to find housing, how to get family members acclimated to India and its culture, and how to prepare for the challenges that will be faced on a day-to-day basis. This book is co-authored by Richard R. Gesteland, who also wrote the classic Cross-Cultural Business Behavior: Negotiating, Selling, Sourcing and Managing across Cultures.

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Editorial Review

About the Author

Richard R. Gesteland is the author of the best-seller Cross-Cultural Business Behavior, isbn 9788763001496.

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