

BUSINESS ENVIRONMENT

Indian and Global Perspective

Faisal Ahmed
M. Absar Alam

This book carries a holistic approach on the business environment (both Indian and global) with a contemporary and pragmatic appeal for learners. The text provides an incisive insight into the subject via simple, elegant and explicit presentation that ties theory logically and rigorously with the practical aspects bearing on business environment.

Divided into 24 chapters, the book dexterously assimilates the national as well as global perspectives to enhance a broader understanding of the concepts and their applications. The chapters on Contemporary Perspectives, Economic Systems, Planning and Reform, Industrial Policies, Monetary Policy, Legal Framework, and so on, explicate the Indian business environment and its scope. Furthermore, its specialised chapters on global perspectives like International Law, International Organisations, WTO Regime, Cross-cutting Issues in International Environment, FDI, Country Risk and Political Risk Analysis, Doing Business in Select Markets, and so on affecting business in India and worldwide, are comprehensive in terms of coverage and approach.

This is purely a text intended for the undergraduate and postgraduate students of Commerce and Management. Besides, the book is of immense use for the aspirants of civil services, officials and professionals working in government ministries, embassies in India, Indian missions abroad, Chambers of Commerce, NGOs and policy think tanks.

HIGHLIGHTS OF THE BOOK

- Each chapter commences with an opening case, which emphasises the topic of importance, and ends with a closing case that helps in satisfying a learner from the point of view of understanding the chapter.
- Several boxes are incorporated in the text, which carry practical examples and experience to support in-depth learning.
- Enormous illustrative figures, tables and exhibits make the reading more fruitful and enriching.
- Case questions and review questions help in checking the learner's ability to understand the basic concept of the chapter.
- The text is supported by the companion website <http://phindia.com/ahmed> containing useful resources for the teachers and study aids for the students.

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ISBN: 978-81-203-5022-9



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