



Business Environment: Indian and Global Perspectives

Faisal Ahmed, M. Absar Alam

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This book provides an holistic approach to the business environment (both Indian and global). The text offers incisive insight into the subject via simple, elegant and explicit presentation that ties theory logically and rigorously with practical aspects of the business environment. Divided into 24 chapters, the book assimilates international perspectives to provide a broader understanding of concepts and their applications. The chapters on Contemporary Perspectives, Economic Systems, Planning and Reform, Industrial Policies, Monetary Policy, Legal Framework explain the Indian business environment and its scope. There are also comprehensive chapters on International Law, International Organisations, WTO Regime, Cross-cutting Issues in International Environment, FDI, Country Risk and Political Risk Analysis, Doing Business in Select Markets. This text is intended for undergraduate and postgraduate students of commerce and management. Highlights: 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.

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