



Management Consulting in India: Practice and Experiences for Business Excellence (Response Books)

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Management Consulting industry is growing rapidly in India. There is a strong need among consulting professionals for sharing cross-functional and emerging-sector experience. Case studies from business schools fulfill this need partly, but small and individual consultants need more access to experiential learning. This book is designed to fulfill this need as well as to serve as a core reading in the curriculum of business schools.

Leading consultants from India share their experiences in these areas of Management Consulting:

- o Strategic Marketing,

- o International Marketing,

- o Brand Management,

- o Human Resource Development,

- o Executive Search,

- o Mergers and Acquisitions,

- o Project Finance,

- o E-Governance,

o Corporate Governance,

o Institution Building, and more.

This book would also be useful as training material for individual and small consultants who come from varied backgrounds. Larger Indian as well as international corporations would also find these experiences helpful in getting assignments and in their actual implementation in the local Indian conditions.

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