

## ABSTRACT

### THE TRANSLATION OF WINNING IN THE INDIAN MARKET

By :

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According to the result of translation of *Winning in The Indian Market*, before discussing the conclusions of the book I translate this, the writer very pleased with this book because of the extraordinary thought about a business in India included in this book, especially for teenagers who want to build a business to motivate themselves even more author book named Rama Bijapurkar. Thought provoking and topical, it will be of great value to a wide spectrum of people, most importantly to those global firms and their senior management who are looking for credible insights and data to create these winning strategies. It will also be of immense help to those management students and academic researchers who are interested in understanding the Indian consumer market. Rama Bijapurkar is one of the very few global minds who doesn't paint emerging markets with a developed country brush. In this book, she uses her deep understanding of india to deliver a highly informative piece of work. Anyone looking to profit from booming developing countries such as india would be well advised to first read this very thoughtful.

**Keywords: Winning, India, Market, Consumer, Translation.**

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