

CONTENTS

PREFACE	v
Chapter 1: Sea Change in the Indian Economy <i>Jayashankar M. Swaminathan</i>	1
Connecting Wave: Outsourcing <i>Jayashankar M. Swaminathan</i>	17
Chapter 2: Offshore to Win and Not Shrink! <i>Vivek Kulkarni</i>	19
Connecting Wave: Information Technology <i>Jayashankar M. Swaminathan</i>	55
Chapter 3: Evolution of the Indian Software Industry: The Emerging Model of Mobilizing Global Talent <i>M.S. Krishnan, Narayan Ramasubbu, and Ramanath Subramanian</i>	59
Connecting Wave: Manufacturing <i>Jayashankar M. Swaminathan</i>	75
Chapter 4: Indian Manufacturing: Strategic and Operational Decisions and Business Performance <i>Ananth Iyer, Peter Koudal, Haritha Saranga, and Sridhar Seshadri</i>	79
Connecting Wave: Logistics <i>Jayashankar M. Swaminathan</i>	101

Chapter 5: The Logistics Sector in India: Overview and Challenges <i>Pankaj Chandra and Nimit Jain</i>	105
Chapter 6: India's Aviation Sector: Dynamic Transformation <i>John Kasarda and Rambabu Vankayalapati</i>	135
Connecting Wave: Healthcare <i>Jayashankar M. Swaminathan</i>	161
Chapter 7: Healthcare Delivery Models and the Role of Telemedicine <i>Ravi Anupindi, Madhuchhanda Das Aundhe, and Mainak Sarkar</i>	165
Connecting Wave: Leveraging India <i>Jayashankar M. Swaminathan</i>	209
Chapter 8: Entering India's Product and Service Markets: Ten Caveats that Can Help You Tame the Asian Elephant <i>Sridhar Balasubramanian and Prabhudev Konana</i>	211
Chapter 9: Obstacles Along the Way <i>Jayashankar M. Swaminathan</i>	231
Chapter 10: Storm of Opportunity <i>Jayashankar M. Swaminathan</i>	245
Chapter 11: The Global Credit Tsunami and Its Impact <i>Jayashankar M. Swaminathan</i>	259
COMPANY INDEX	265
SUBJECT INDEX	269