



The Lowdown: Business Etiquette - India

Michael Barnard

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The "must have" top tips guide to doing business in India.

We live and work in a global market - and knowing how to behave with courtesy in other countries allows us to make a great impression and maximise our potential. India plays a prominent role in the world of commerce. This guide is a quick and easy teach-in for people who want to trade with India and who want to put their best foot forward while they're there.

It will give you inside information on doing business and tips for coping with business socialising. It will point out important rules to follow in order to ensure that everything runs smoothly. It will help you to make the most of your business trip to this fascinating and beautiful country and to clinch that all important deal.

Topics Covered Include:

Making initial contact and planning your trip

How to navigate your first business meeting - what to do and what NOT to do!

The best way of setting up a deal

How to avoid a disadvantageous deal

Coping with Indian currency

Important differences in accounting

Dining out and table etiquette

How to behave at a religious ceremony

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