

Preface

Indians have etched out their own space in the global market and there is a sore need to establish Indian way of doing things, which are globally acceptable, too. This book does not intend to teach the readers how to ape the western etiquette, but to establish good practices which can practically be followed in India and are suitable to Indian climate, psyche & culture. This book will also prepare the western visitors to India about what to expect and how to behave.

I wrote it with several target audience in mind. One is the **corporate employee**, while the other is the **college student planning a corporate career**. The third group is the **corporate world of Europe and USA** who have outsourced their business processes to India *and need to interact with Indians appropriately*. However, the benefits of this book are not limited to this audience and anyone looking to equip himself with suitable knowledge about the subject is likely to benefit.

Tipped to be the next economic giant, the corporate sector of India will continue to grow for some time to come; which means Indians will have increasing interaction with the corporate world of west. Therefore, gearing up for that scenario is a **business requirement** for today. On the other hand, the western world needs to give cognizance to Indian way of doing things. Hopefully this book will serve this business need.

This book intends to help the readers appropriately for the situations that they are likely to come across in the corporate world. This is not a compendium on fashion trends or general social etiquette.

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