



## The Modern Mughal Mentality: New Strategies to Succeed in India and the Global Marketplace (Paperback)

By Afshan Naheed Hashmi

BookBaby, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Modern Mughal Mentality transforms hardships and difficulties into success stories by introducing the Jugaad Management Principle Business Model, which can be applied to any business, anywhere. For the purpose of this book, the term Jugaad will be defined as obtaining your objectives by maximizing resources through thinking out of the box. Following this new business model will inspire all types of companies around the world, no matter how big or small, to create innovative mentalities, products, and strategies. The Modern Mughal Mentality reveals ways in which companies everywhere can benefit from this new business model. It also reveals ways in which western companies can learn to be successful in India. Executives of multi-national corporations, government officials, and even American and global small business owners who have no plans to do business in India will benefit from the innovative and revolutionary approach to maximizing resources that The Modern Mughal Mentality delivers. Multi-sector success stories illustrate the various components of the Jugaad Management Principle Business Model. Specific questions in the Modern Mughal Mentality Exercises at the end will guide the reader through putting...



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