

THE FUTURE BECKONS. ARE YOU READY?

THE SILK ROAD REDISCOVERED

By 2025, China and India will be two of the world's four largest economies. By then, economic ties between them should also rank among the ten most important bilateral ties worldwide.

The Silk Road Rediscovered is the first book ever to analyze the growing corporate linkages between India and China. This book examines how Indian companies such as Tata Consultancy Services, Mahindra Tractors, NIIT, Tata Motors/Jaguar Land Rover and Sundaram Fasteners have figured out how to win in China. Their experiences may inspire and offer lessons to other Indian companies.

The book also examines how Chinese pioneers such as Lenovo, Huawei, TBEA, Haier and Xinxing have made a strong commitment to India and are beginning to realize the fruits of this commitment.

Praise for

"The Silk Road Rediscovered"

"To become really global, Indian business must extend its footprint to China. A must read."

- S. Jaishankar, Ambassador of India to the United States and former Ambassador to China

"This book could not be more timely. Gupta, Pande and Wang explain well how companies in both countries can leverage off each other."

- Kishore Mahbubani, Dean, Lee Kuan Yew School of Public Policy, National University of Singapore

"With its trenchant analysis and wide as well as deep perspective, this book is an indispensable guide."

- Anand Mahindra, Chairman, Mahindra & Mahindra

"Brilliant analysis. I recommend this book highly to the leaders of not only Chinese and Indian companies but also to those of any aspiring global enterprise."

- Guo Ping, Dy Chairman & Rotating CEO, Huawei Technologies

"A pioneering book....Lays out the case for mutual engagement and provides detailed analyses."

- Ratan N. Tata, Chairman, Tata Group (1991-2012)



Anil K. Gupta is the Michael Dingman Chair in Strategy and Globalization at The University of Maryland. He is ranked by Thinkers50 one of the "world's 50 most influential living management thinkers."



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