

Winning a Billion Consumers: A Disruptive Approach for Success in India



India: A land of 1.2 billion consumers and mammoth potential. Ranks in the world's top 10 countries in terms of GDP. How do some companies win big in this market? Why do many companies fail to go after the big opportunities? What are the new growth strategies that can triumph in this diverse market? Leading companies have succeeded in India not necessarily by unleashing unique technology or better products, but by their ability to competently consummate the last mile as an inevitable ingredient, even an architect, of their success. This book provides a disruptive approach to successfully create and capture undiminished potential of a billion-consumer market.

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