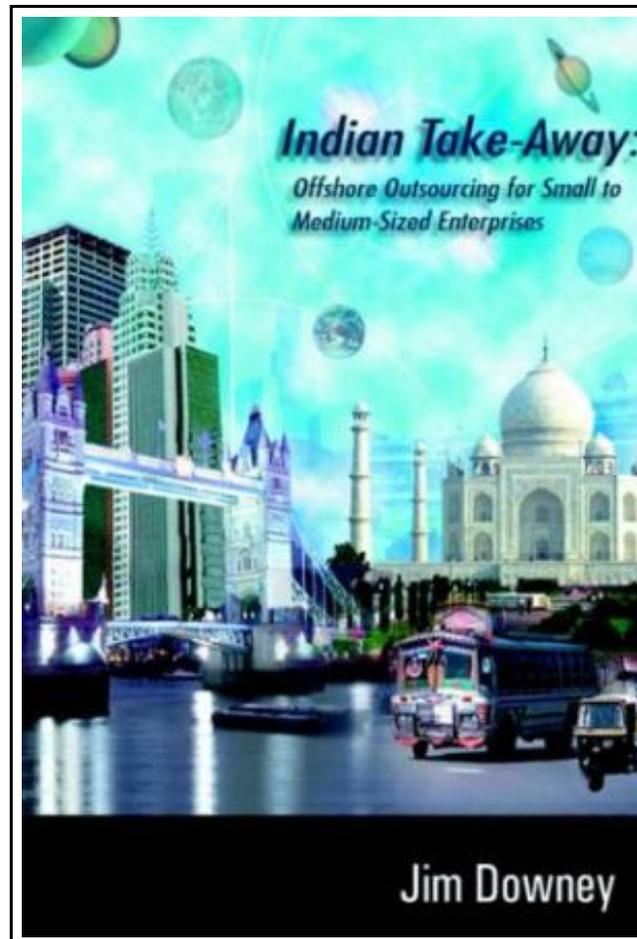


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Authors Chance Ltd, United Kingdom, 2011. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.There is still a great deal of hype (and hysteria) about offshore outsourcing, but very little clarity or plan of action for many businesses looking to understand the trend. Most literature on the subject is aimed at large organisations and businesses with an existing global presence. This is a significant oversight, since the SME sector accounts for a substantial proportion of economic wealth in the developed world and can benefit equally (if not more so) from the advantages of offshoring This book is the first to introduce, explain and explore the potential of offshore outsourcing for small to medium-sized enterprises (SMEs) - an innovative business strategy that goes beyond cost reduction to significantly transform business performance. Providing a practical and clear guide for SMEs to follow for a successful first venture into offshoring, Indian Take-Away: Offshore Outsourcing for SMEs covers all the fundamentals, from getting started to making the move and managing risks.

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