



India Uninc. (Paperback)

By R. Prof. Vaidyanathan

Westland Books Pvt Ltd, India, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. While the nation s newspapers, journals, business magazines, TV channels and the internet continue to churn out reams, airtime and gigabytes of information about India s business houses-India Inc.-in this one-of-its kind book, Prof. R. Vaidyanathan delves deep into India Uninc. and presents a persuasive case for why the latter is really what is at the heart of our economy, and why any growth story about India is incomplete if that real engine of our growth is ignored. The author argues that the real India story, over generations, lies with the many proprietorship and partnership firms, small manufacturing units, kirana stores, single entrepreneurs and household enterprises. That they are being finally given their due, in this important study, is the result of many years of cutting-edge research, which lays bare the lopsided viewpoints of policy-makers and experts , and urges a broader vision of the country s economy. The small entrepreneur says Prof. Vaidyanathan, should prevail over crony capitalism. Scholarly yet accessible, and offering a wealth of information on an uncharted territory, India Uninc. is a must-read for anybody who...



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