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## Geleitwort

Purvi Shah Paulini's work attempts to give an in depth analysis of the diverse and plurality that India symbolises. It would not be an understatement to consider India more of a sub-continent than a country, in comparison to Europe or the Americas. The heterogeneity in the society, history and topography reflects strongly in the lifestyle and working styles in the country. Mrs. Shah-Paulini highlights the similarities and contrasts in the functioning of the Western and Indian (and Asian in general) working styles to enable a better understanding of working and living in a potpourri world.

Every society brings with it its set of challenges and opportunities. It takes conscious thought, consideration, experience and above all time for one to deconstruct a social setup and work ethic. Mrs. Shah-Paulini, being a native of two cultures, viz. Indian and German, successfully manages to scientifically address the socio-religious stereotypes that could prove to be deterrents in inter-personal communication and hamper the working environment. The norm today is to move towards 'glocalisation', i. e., adapting to the local flavour but keeping the global viewpoint in the frame. Mrs. Shah-Paulini expresses this with simplicity and flair.

I congratulate the author for her efforts and wish her book all the success!

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Chefsache Integrales Business mit Indien  
Den Subkontinent aus verschiedenen Perspektiven  
verstehen

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