



Turf Wars: The Future of IT Global Sourcing

Adam T Marks

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After reading 200 short pages you will be able to talk to ANYONE in an intelligent way about: ---The IT Outsourcing industry ---Factors that drive growth & demand ---India & China - strengths and weaknesses --- Where the industry is now and where it's going ---What countries are real players in outsourcing The book focuses on the competitiveness of nations, industries and firms in IT Offshoring with special focus on China and India, the two major players now and in the coming years. An analysis is done of vendors not from the west but from the hub of IT outsourcing, India. This analysis is not a typical business case; who the CEO is or when the company was founded is not deemed as important as where their assets lie and how they are using them now and in the future. As such, less emphasis will be paid to mission statements and past struggles, and more will be put on financial indicators and strategic maneuvers being implemented to win competitive advantage.

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