



# Chindia: How China and India Are Revolutionizing Global Business

*Peter Edited by Engardio*

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**The best minds at BusinessWeek explore ways your company can survive-and thrive-amid the business growth and innovation of China and India**

The economic rise of China and India has changed the way the world does business-and today's companies need to step up their game. This in-depth report, edited by a senior writer at *BusinessWeek*, goes behind the headlines of the new “megamarkets” to explore how your company can stay competitive. With a diverse array of viewpoints, ideas, and forward-thinking strategies, *Chindia* discusses new avenues businesses can use to embrace change and encourage growth.

- Brings together reporting and analysis on China's and India's emerging markets, from the reporters of the world's most widely read business magazine
- Provides need-to-know information for you to plan for the future of your business
- Features an introduction from Engardio, as well as chapter introductions explaining how the stories fit together and concluding summaries of major points for each chapter

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