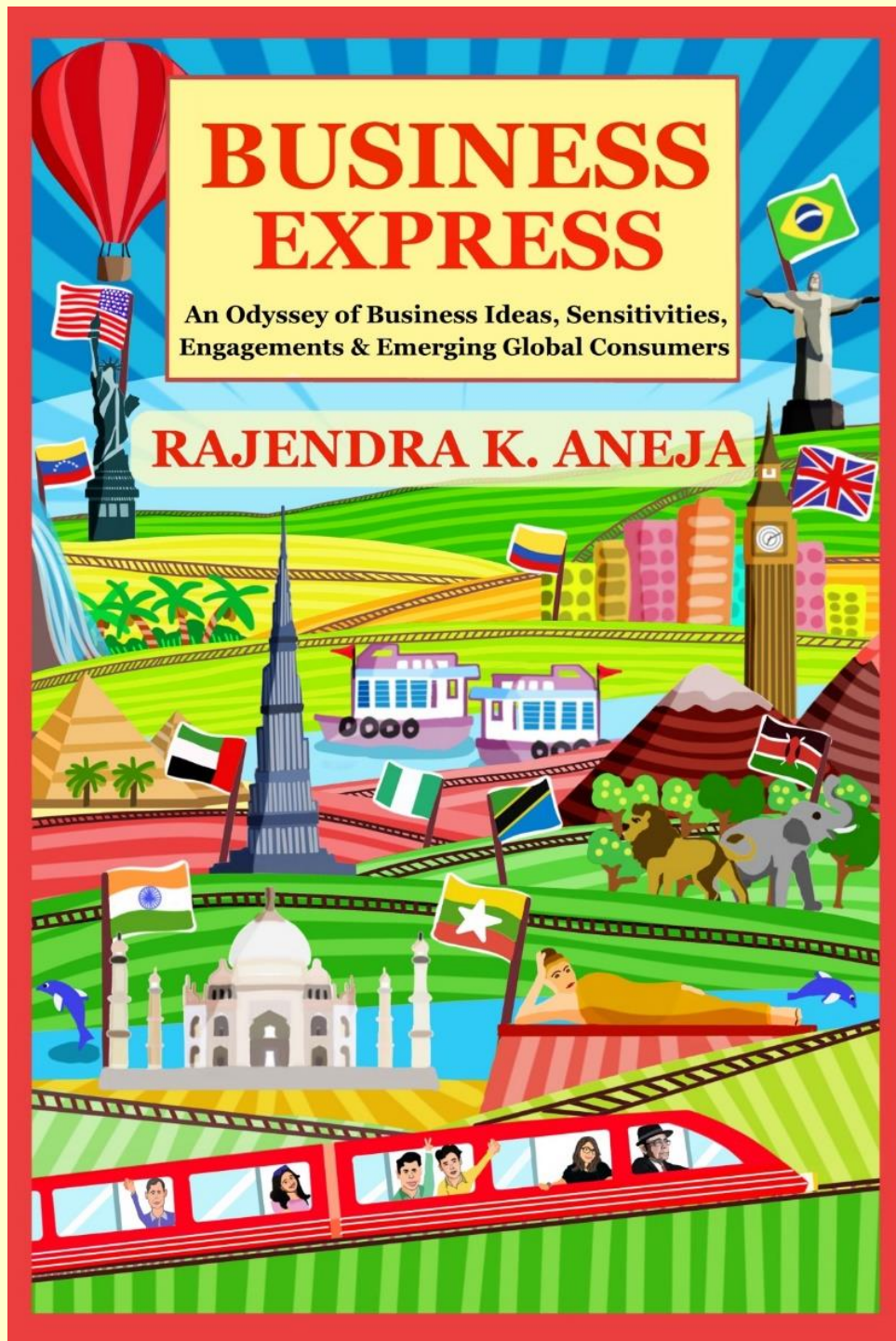


# **BUSINESS EXPRESS**

**AN ODYSSEY OF BUSINESS IDEAS, SENSITIVITIES,  
ENGAGEMENTS & EMERGING GLOBAL CONSUMERS,**

**BY RAJENDRA KUMAR ANEJA**



## **ABOUT THIS BOOK:**

How do you sell products to over one billion scattered consumers in India? How do you launch mass-market products in slums and villages in Latin America and Africa? How do you build credible and disciplined distribution systems in Asia, Africa, Latin America and Southeast Asia, where wholesalers are the emperors of the markets? How do you build new businesses and brands in foreign markets? Who are the new Emerging Global Consumers across the world and how do you cater to them? How do you manage the governments of countries, some of them being aggressive, bureaucratic or communist? How are mobile phones revolutionising rural markets in developing countries?

Besides, this Book covers how customer service can be a sharp competitive edge anywhere in the world, the changing role of the salesman and the new retailers influencing buying decisions. The Book also reviews how to get the best merchandising in the market, managing a business in conditions of political strife, the agony and ecstasy of being an expatriate manager, etc. I hope that younger managers will find some answers to the above questions in this book.

The Book is based on practical and real-life experiences, as I worked and travelled through forty countries in Latin America, Africa, Asia and Southeast Asia. The Book is written very substantially in anecdotal form, to make it interesting.

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