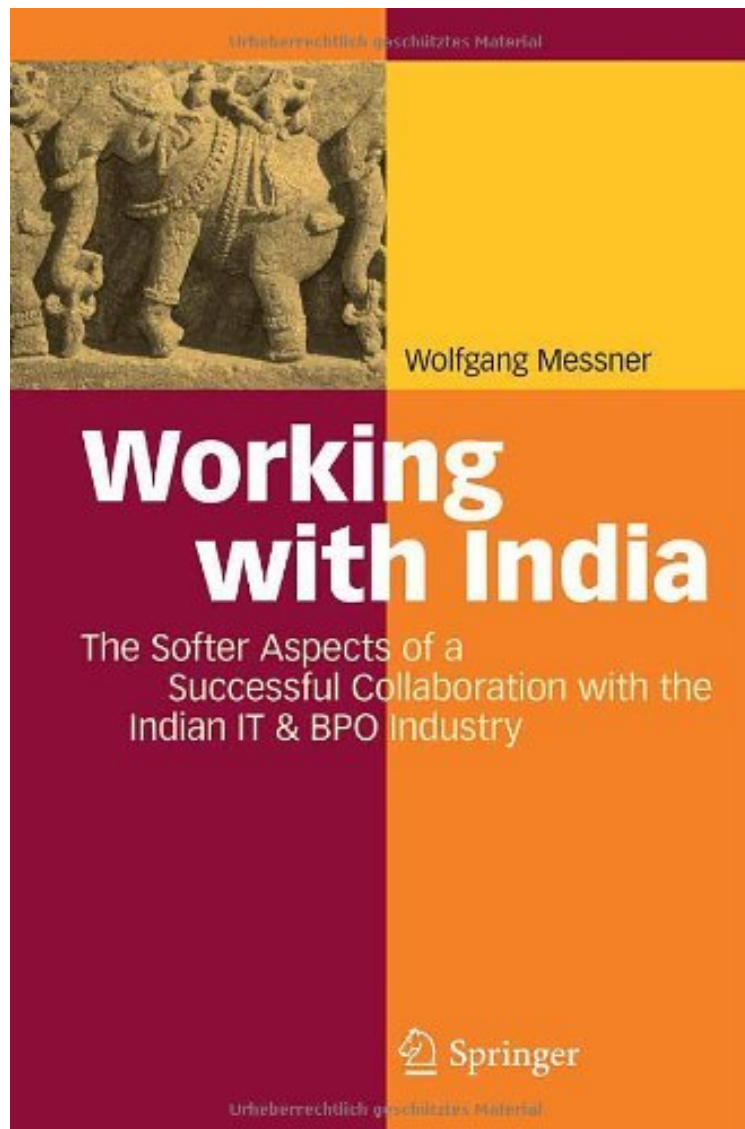


(Download free ebook) Working with India: The Softer Aspects of a Successful Collaboration with the Indian IT BPO Industry

## Working with India: The Softer Aspects of a Successful Collaboration with the Indian IT BPO Industry

Wolfgang Messner

audiobook / \*ebooks / Download PDF / ePub / DOC



[Download](#)

[Read Online](#)

#2850234 in eBooks 2008-11-18 2008-11-18 File Name: B001VNCGAM | File size: 38.Mb

**Wolfgang Messner : Working with India: The Softer Aspects of a Successful Collaboration with the Indian IT BPO Industry** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Working with India: The Softer Aspects of a Successful Collaboration with the Indian IT BPO Industry:

0 of 0 people found the following review helpful. A must read for everyone planning to work with India By Karsten Eskelund Working with India is written by Wolfgang Messner. He's a German citizen who has worked a number of

years in India. In many ways he did what I did a few years before me. Mr. Messner collected a lot of information about India and put it into this book. Everyone who works with India should read this book. Both before going to India and while being there. I did reread a lot of it while being there. The book starts with a chapter about culture and why cultural competence is required. Hofstede culture dimensions are being described here. For me there are two main takings from this chapter. First of all that culture is something you can barely see. Mr. Messner describes it as an iceberg. Only like 10 % is above the surface. Rest of it you must "dive into" to really realize and understand. And it takes time. The other main point for me is that it is important to understand who you are and to have an open mind when you step into another culture. Next two chapters are about India as such. One chapter about the history and one about the society. Both of these are very good introductions to these subjects. Particularly to understand something about the society you live in is important. The Indian caste system and the role of the family are described here. The importance of the family is something that still stands out as one of the main differences between Norway and India. Every time there is something I find a bit strange, I go back and reread this chapter. Doing this and adding some critical thinking has made me at least starting to understand the meaning of the word "family" in India. After these introduction chapters there is a chapter with give an introduction to the Indian IT BPO industry. Again Mr. Messner shows his excellent competence in what he writes. The last four questions are the hard core of the book. This is the chapters that are important in your day to day business with your Indian counterparts. Chapter five is about human resources and how Indian companies handle people. A number of times I have heard people complaining that attrition in India are so high that it is almost impossible to work with Indians. By reading this chapter you will understand more the perspective of people are in India. This knowledge is crucial for you to make sure you get the right people to your project and it also give you some ideas about what to do to keep them. Next chapter is about interactions with India. As a non-native English speaker, I'm not the right person to complain about the way Indians speak in English. But as my recent blog post about misunderstanding of a term like "full package" show, misunderstandings happen often and are a big threat for your project. Read this chapter and you will at least get an idea about what misunderstandings that might happen and how you can prevent them. Chapter seven is about how to conduct projects offshore. Here you get some input about how to set up and run your project. If I have any complaints about this book it is this chapter. I could wish it was much bigger! I would have liked more concrete ideas about how to do things. I know there is another book about this and will probably do a review of that book soon too. The book wraps up with a chapter about use of expatriates and some quick recommendations about effective collaboration. As I said in the introduction, this is a book that I have read over and over again. First time I read it from first to last page. After that I have used it as a reference book. Even today I quite often read in it if there are some things that are uncertain to me. If you ever plan to do business in India this is a must read! And it is even a book that should not be only in your bookshelf but at your desk during your day-to-day work!

Globalization requires effective international and cross-cultural collaboration. When project teams from Western cultures first come into contact with colleagues from the Indian IT and BPO industry, prejudices against the new and unknown are typically amplified. This book is a start on the journey of cultural appreciation for managers, project leaders, and offshore coordinators working together with Indians. It is also a resource for business managers and company strategists seeking to understand the softer aspects behind the headlines that the Indian IT and BPO industry so frequently creates. Being both academically well researched and an account of the author's many years of personal experience in India, the book opens with a description of cultural dimensions that help to break down culturally driven matters. It provides background information about India as a country and a social system. Examining the development and current status of India's IT and BPO industry, it moves on to describe the dynamics of its workforce. The book then provides practical information on how to communicate, negotiate, and interact with Indian colleagues, and intelligently utilize expatriates. It closes by formulating recommendations for a more effective collaboration.

"I am pleased to note that this book far exceeds being just the much awaited comprehensive reference primer on doing business with India. (...) This book will be an excellent resource for a guided and systematic journey to the Indian offshoring landscape." - from the Foreword by Sreemathi Ramnath, President SIETAR India, Society for Intercultural Education Training and Research

From the Back Cover

Globalization requires effective international and cross-cultural collaboration. When project teams from Western cultures first come into contact with colleagues from the Indian IT and BPO industry, prejudices against the new and unknown are typically amplified. This book is a start on the journey of cultural appreciation for managers, project leaders, and offshore coordinators working together with Indians. It is also a resource for business managers and company strategists seeking to understand the softer aspects behind the headlines that the Indian IT and BPO industry so frequently creates. Being both academically well researched and an account of the author's many years of personal experience in India, the book opens with a description of cultural dimensions that help to break down culturally driven matters. It provides background information about India as a country and a social system. Examining the development and current status of India's IT and BPO industry, it

moves on to describe the dynamics of its workforce. The book then provides practical information on how to communicate, negotiate, and interact with Indian colleagues, and intelligently utilize expatriates. It closes by formulating recommendations for a more effective collaboration.

About the Author Wolfgang Messner is a director with Capgemini India in Bangalore and responsible for offshore delivery; he is experienced in business consulting and managing cross-cultural teams. His association with the IT industry on the subcontinent dates back to 1998 when he was an expatriate project manager for Deutsche Bank in India. He also spent a term as visiting faculty for marketing at the Indian Institute of Management Bangalore. He holds a doctorate in marketing from the University of Kassel (Germany), an MBA from the University of Wales (UK), and an advanced degree in computing science after studies at the Technical University Munich (Germany) and the University of Newcastle upon Tyne (UK).