The Concise Oxford History of Indian Business

By Dwijendra Tripathi and Jyoti Jumani

Oxford University Press, New Delhi, India, 2006. Paperback. Book Condition: New. First Edition. What are the roots of modern business practices in India? Ever wondered what forces shaped the way Indian business looks today? This book tells the story of the evolution of Indian business from merchants to service providers, focusing on the principal actors whose exploits made the transition possible. Dwijendra Tripathi, a pioneer in the study of business history in India, provides an engaging account of the business methods and families that makes Indian business what it is today.

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**Twitter Marketing Workbook: How to Market Your Business on Twitter**
Preface to the concise edition. THE OXFORD HISTORY OF INDIAN BUSINESS HAS BEEN HAILED BY REVIEWERS as the first comprehensive and authoritative work on the subject. It also had very good reception in the market. Encouraged by this the publishers suggested a concise version for the benefit of the non-specialist reader. I liked the idea but found myself incapable of the task. The idea of bringing out a concise volume of The Oxford History of Indian Business would have never occurred to me but for the suggestion from Nitasha Devasar of Oxford University Press, and but for her gentle push the idea would never have gone beyond the suggestion stage. Further but for Jyoti Jumani's painstaking effort the idea would never have gone become reality. Search the history of over 446 billion web pages on the Internet. search Search the Wayback Machine. Topics. India -- History. Publisher. Oxford, Clarendon Press. Collection. robarts; toronto.
Course objectives: This course is designed as an introduction to a history of Indian business in the modern period—i.e. the period covering India™s transition to the modern industrial economy. The colonial period was crucial to this transition, as contact with European business unleashed many forces that transformed India™s traditional businesses and the activities of traditional Indian business communities, including their transformation into industrial capitalists. Reading: Tripathi, D. and J. Jumani. The Concise Oxford history of Indian business. Oxford University Press, New Delhi. 2007. Pgs: 20-36, 111-125. For a discussion on business groups, see Tripathi, Dwijendra and Jumani, Jyoti, The Concise Oxford History of Indian Business (New Delhi, 2007); for research on the “new capitalists” of India, see Damodaran, Harish, India’s New Capitalists: Caste, Business, and Industry in a Modern Nation (Delhi, 2008). The case of Kiran Mazumdar-Shaw was discussed in an earlier section. Capital Flows, Business Networks and Entrepreneurs in the Indian Software Industry, Economic and Political Weekly 39, no. 48 (2004): 5141-51. Of the top one hundred Indian companies by net sales in 2014, around 70 percent are private companies and 55 percent are family-owned private companies (author’s estimates).
Indian business history is in better shape than that of many emerging countries. There have been several decades of good scholarship by Indian business and other historians. The imperial heritage, and the widespread use of English, has meant that there is also a substantial literature on the country written by British and American historians. As a major recipient of foreign direct investment before the 1960s, there are also multiple studies of the histories of foreign firms in India.

Yet, as Tripathi makes evident, there remain huge gaps in knowledge concerning the business history of India. M 3. The Concise Oxford History of Indian Business by Dwijendra Tripathi and Jyoti Jumani. 4. India’s Economy: Performance and Challenges: Essays in Honour of Montek Singh Ahluwalia by Shankar Acharya and Rakesh Mohan. 5. People, Taxation and Trade in Mughal India by Shireen Moosvi. 6. The Economic History of India by Romesh Dutt. 7. Environmental Economics: An Indian Perspective by Bhattacharya Rabindranath. 8. Public Institutions in India: Performance and Design by Pratap Bhanu Mehta and Devesh Kapur. 9. Handbook of Indian Sociology (Handbooks Series) by Das Veena. 10. Agrarian The first edition of A Concise History of India appeared in 2002, and covered events up to the end of the twentieth century in 2000. We are immensely grateful for the enthusiastic response this book has received from teachers, colleagues, and students. Though not meant as a textbook, to our pleasant surprise the Concise History has been widely adopted in university and college courses. It is our hope that this new edition will be equally well received. One might ask why a second, revised edition is needed so soon after the rst.