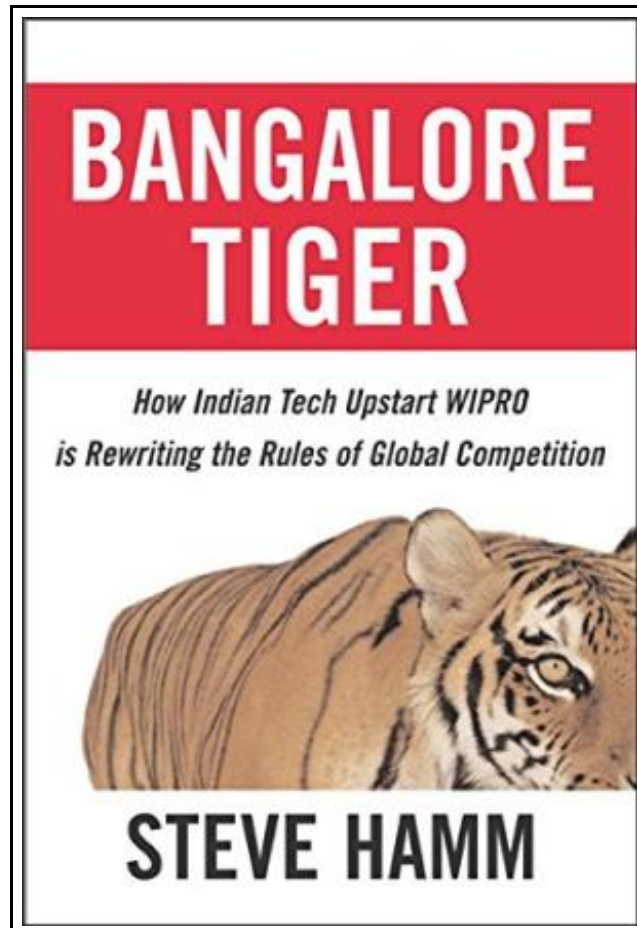


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McGraw-Hill Education - Europe, United States, 2006. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. Of all the tech tigers in India, Wipro is one of a handful that stands out from the pack. In the past five years, it has become one of the most accomplished tech services providers in the world, delivering business value through a combination of process excellence, quality frameworks, and service delivery innovation. Totally dedicated to customer satisfaction, Wipro is known to go above and beyond to make customers happy. It's a move that's paid off handsomely, with a 24 percent operating profit in its tech services division—more than twice the industry average. Bangalore Tiger is the story of Wipro's transformation and its impact on the tech services industry and the rules of global competition. BusinessWeek senior writer Steve Hamm takes you inside the halls of this transnational phenomenon to reveal the true secrets of Wipro's superior business: its people, principles, and core competencies. From Wipro's triumphs to its missteps, Hamm mines a treasure of business lessons, explaining how and, more important, why it is necessary to: Expand quickly without stumbling Follow the new rules for outsourcers Innovate every day—or else Be obsessive about customers Motivate employees the Wipro way Plan three years ahead to prepare for rapid growth Hamm also gives you a rare glimpse into the mind of Wipro's charismatic chairman and thought leader, Azim Premji. Guiding Wipro's growth every step of the way, Premji was one of the first business leaders in India to decree that his company would not pay bribes. You'll see how his adoption of world-class business processes helped Wipro thrive—and how Wipro is helping to fulfill his dream of a better educated, more prosperous India. Removing the shroud of secrecy around Indian management principles, Hamm provides a real-world blueprint for operating a successful transnational organization, as viewed through the eye of the Bangalore Tiger.



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