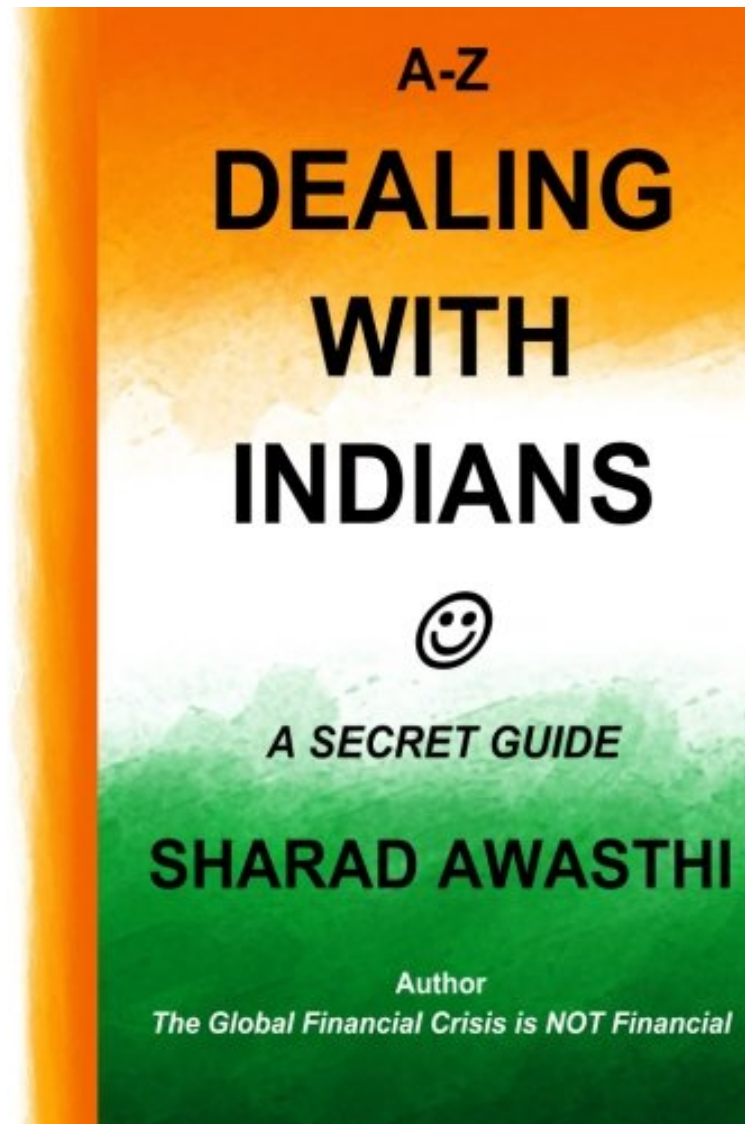


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A-Z Dealing with Indians: A Secret Guide

Mr Sharad Awasthi

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Wow, what a read!!! Once I started reading, I could not stop. It is such an interesting factual introduction to Indian psyche. What Indians do and why they do it? I wish this book was published before my first trip to India. I hadn't been so confused or puzzled. I would have enjoyed even more. India is full of culture, colors, traditions, rituals, spirituality, philosophies.....and then if you understand its culture and people, it just doubles the richness of experience. I highly recommend this book for anyone visiting India for any purpose or reason. Even if you are visiting to attend a friend's and would be there for just 3-4 days, this book will enhance your experience, delight and fun. Thank you to the writer for sharing....

If travel guides are about places, A-Z Dealing with Indians A Secret Guide is about the people of India. Why do Indians fail to say No? What does left hand mean to an Indian? Where is privacy in India? Why cant I eat beef? What is arranged marriage? When can I address with first name? Often questions like these bewilder many from outside India. A-Z Dealing with Indians A Secret Guide will immensely help foreigners travelling to India, or interacting with Indians elsewhere in the world. Every year, millions flock to India and they all want to know much more than the usual travel guides. Also, millions in the world have Indian colleagues in their organizations and tourists from India explore local streets of the world. Interacting with them is often a necessity, so why not make it an enjoyable and productive experience? There are many tips and tricks suggested in the book to help the readers sail smoothly through an Indian interaction. The book will also prevent the readers from making unintentional cultural blunders as a result of numerous contradictions between cultures.

About the Author
Sharad Awasthi holds a Masters Degree from London School of Economics, has also authored another book "The Global Financial Crisis is NOT Financial Quality of Information in Question". He had been an Information Systems consultant with Fortune 500 companies, managing cross cultural teams. Born and raised in India, lived and worked across the globe, he brings decades of societal experience in this book. His experience of resolving many corporate challenges, arising from cultural misunderstandings and conflicting expectations had been the motivation to write this guide. This book will enable people to understand Indians better to make their business and leisure worthwhile. Sharad Awasthi resides in United Kingdom, with his family.