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business in India; where just quality does not necessitate customer loyalty. By his observation of Indian customers as ones who come in hordes, all dressed up-as if for a festival, to get good value for money he theorizes the need for businesses to develop strategy in sync with the culture of the locality.

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It Happened in India is an ideal read for Students, Young Professionals, Managers and Business Leaders, Budding Entrepreneurs and Young Indians. This book will rekindle an entrepreneurial spark. The book is humorous and has well explained ideas and thoughts and deep insight into the retail industry. The Highly motivating It Happened in India, advocates "Indianness"™.

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it happened in india kishore biyani pdf It Happened In India has ratings and 90 reviews. Born in a middle class trading family, Kishore Biyani started his career selling stonewash fabric.

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It Happened in India: The Story of Pantaloons, Big Bazaar, Central and the Great Indian Consumer is the autobiography of Kishore Biyani, written with the help of Dipyaman Baishya. Kishore Biyani is highly regarded as the retail king of India.

Book Review: It Happened In India - V V K Chandra

Notable work, It Happened in India. Net worth, US\$2.75 Billion (2017-forbes). Spouse(s), Sangita Rathi. Website, kishorebiyani.com. Kishore Biyani is an Indian businessman.

Kishore Biyani It Happened In India Pdf Free Download by

It Happened in India is the story of Future Group, of Big bazaar, Pantaloons and Central, of Kishore Biyani, of Modern Retail. In the book Kishore Biyani and Dipayan Baishya have elaborated the genesis and development of the Big bazaar, Pantaloons and Central must have attracted every Indian consumer through its product diversity and competitive pricing.

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