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Ajeet N. Mathur

Finland–India Business Opportunities

Connecting the Swan and the Elephant

- Studies the entire spectrum of potential trade and trade-substituting investments between Finland and India
- Discusses how barriers to Finland–India business can be removed or overcome, highlighting real-world successes and failures
- Presents many subtle and novel aspects of collaboration between the two countries with regard to barriers and gateways

This book is about promising collaborative avenues for connecting Finland and India with value propositions for enterprises, consumers and investors worldwide. The book covers institutional and cultural differences and explains the logic of business systems, entry modes, and managerial styles in both countries. It draws on experience of successes and also failures to know what should be done differently. It would also interest policymakers that India's challenges of planting economic orchards in patches of social desert and Finland's struggle to preserve a social paradise against pulls and pressures of economic graveyards in Europe are both solvable with attention to complementarities and synergies.

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Reviews

"Due to his long and rich experience of working with Finnish and Indian companies and passionate research at IIM Ahmedabad in India, Aalto University, Helsinki and University of Tampere in Finland, Professor Mathur has a very deep knowledge of how to do business in both countries. I think that every company leader who considers starting Finnish-Indian business should read this new book. This valuable new book will help companies entering new markets to flourish by building robust sustainable business relations."

- **Päivi Leiwo, Chairperson Oilon Oy, Lahti, Finland**

"This book is a treasure trove of knowledge explaining the business opportunities, policies, cultures, institutions, country trajectories and nuances pertaining to Finland and India. The author has worked in business, government and academia in India and abroad. He has also had a long association with Finland and is able to bring you an insider's perspective of both countries"

- **Ashok Sharma, Ambassador of India**

"The author's deep insider experience in the two countries enables him to make very sharp observations on both sides. This book will definitely help in understanding the cultural differences and in making all interactions and communications smoother. It is also very interesting and helpful to read about the differences in legal structures and where these differences originate from."

- **Iiro Rossi, Managing Director, Holiday Club Resorts, Helsinki**

"This book is a delightful and important guide for those who want to do business between Finland and India. It brings you the numerous business opportunities which wait to be availed, and highlights the deep understanding of the author of the culture and institutional environment of both countries. Read this book, learn and be surprised!"

- **Niina Nummela, Vice Dean, Professor of International Business, Turku School of Economics, University of Turku, Finland**

"This book is a reflection of Ajeet's penchant for deep research on a topic and ability to structure and articulate content. This will be extremely helpful to both academia and practitioners who want to develop Indo-Finnish business relations specifically and international business in general. Sonata is currently engaged with business in Finland"

- **Srikar Reddy, Managing Director, Sonata Software Limited, Bangalore**

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