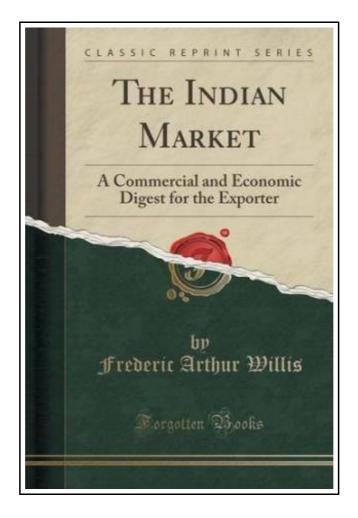
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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from The Indian Market: A Commercial and Economic Digest for the Exporter It is a well acknowledged fact, and we might as well face it, that the executives or those governing the foreign policies of our large industrial organizations, do not find the time to read through volumes of economics on various countries. Their knowledge of the politics and religion of the people is often superficial, yet both of these factors are frequently of vital importance to the future of our trade. The representatives who are sent to foreign fields by our manufacturers, are generally too occupied with the business in hand, namely, immediate sales and commissions, to make a sound study of the market. They almost always return to their home offices with a report of conditions; but frequently this is of little more practical use than the impressions of a seasoned tourist. It can be plainly seen, therefore, that a work is needed, which, in a condensed form, will bring out, first, the economic conditions of the country, and then its commercial possibilities as a market for our wares. The most casual reader can see the relation of one to the other. A work of this sort should also contain much general and useful information for those contemplating a trip to the country and, for the purpose of convenience, should be so written or indexed that the busy executive can quickly turn to the subject desired. It should be a pamphlet and not a large volume, for then it can be conveniently carried about in the pocket. A pamphlet of this sort, however, cannot cover the entire possibilities for each type of article manufactured....

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