



Business Families of Ludhiana

By K.N.S. Kang (Editor)

New Century Publications, New Delhi, 2003. Hardcover. Book Condition: New. First. 14 cms. 347pp. In the wake of liberalisation and globalisation, domestic industry has to gear itself for the new challenges of global competitiveness and quality. Sustainable growth, social justice and ethical issues are the other challenges that need to be met. Ludhiana, the industrial hub of Punjab, stands out as a symbol of hard work and entrepreneurial skills of its citizens. The phenomenal growth of industry in Ludhiana is emulated as a role model across India. The present book places on record the achievements of Ludhiana's entrepreneurs in the industrialisation of India in general and that of Punjab in particular. It documents and consolidates the contribution of enterprising families of Ludhiana in placing this city on the industrial map of India. The book would prove useful for students of management and commerce, business executives and market analysts.

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