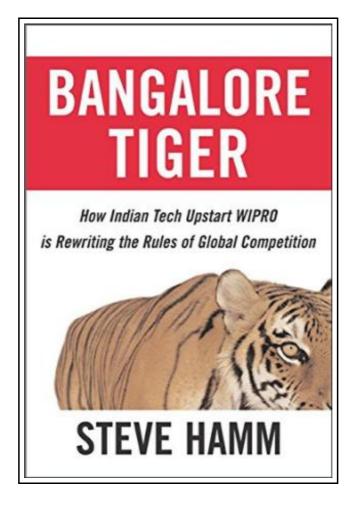
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McGraw-Hill Education - Europe, United States, 2006. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. Of all the tech tigers in India, Wipro is one of a handfulthat stands out from the pack. In the past five years, it has become one of the most accomplished techservices providers in the world, delivering businessvalue through a combination of process excellence, quality frameworks, and service delivery innovation. Totally dedicated to customer satisfaction, Wipro isknown to go above and beyond to make customershappy. It s a move that s paid off handsomely, witha 24 percent operating profit in its tech servicesdivision-more than twice the industry average. Bangalore Tiger is the story of Wipro s transformation and its impact on the tech services industry and the rules of global competition. BusinessWeek seniorwriter Steve Hamm takes you inside the halls of thistransnational phenomenon to reveal the true secretsof Wipro s superior business: its people, principles, and core competencies. From Wipro s triumphs to its missteps, Hammmines a treasure of business lessons, explaining howand, more important, why it is necessary to: Expand quickly without stumbling Follow the new rules for outsourcers Innovate every day-or else Be obsessive about customers Motivate employees the Wipro way Plan three years ahead to preparefor rapid growth Hamm also gives you a rare glimpse into the mind of Wipro s charismatic chairman and thought leader, AzimPremji. Guiding Wipro s growth every step of the way, Premji was one of the first business leaders in India todecree that his company would not pay bribes. You llsee how his adoption of world-class business processeshelped Wipro thrive-and how Wipro is helping to fulfillhis dream of a better educated, more prosperous India.Removing the shroud of secrecy around Indianmanagement principles, Hamm provides a real-worldblueprint for operating a successful transnationalorganization, as viewed through the eye of theBangalore Tiger.

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