

## Foreword

The telecommunication markets in Europe, North America and Australia are currently changing from growth to saturation or even to decline. The results are fierce competition and strongly reduced profit rates. The situation in developing countries is totally different. Large unsatisfied needs are leading to increased demand and to important growth rates. China and India are especially attractive to operators and equipment manufacturers in the telecom sector, because of their important size. Ms. Kiruba J. B. Levi's research investigates India as one of these two markets.

Ms. Levi's objective is to support, with her research, the successful entry of foreign companies in the Indian telecom market. To reach this objective, she proceeds in four steps. First, she summarizes the literature on market entry strategies. Afterwards, Ms. Levi describes the Indian Telecom Market. A lot of actual facts and figures are given. The clear structure helps the reader to find the needed information. The third step consists of four cases of foreign companies entering the Indian telecommunications sector. After the description of the companies and their entry activities, the cases are analyzed with the help of the case research method. Based on the analyses of the Indian telecommunications market and especially on the lessons learnt from the four cases, Ms. Levi finally provides recommendations for companies, which are planning to start activities in the Indian communications industry.

Ms. Levi's book is well structured and easy to read. It contains a lot of relevant information and concrete statements. I therefore recommend it to the executives of telecommunications companies, which are planning to go to India.

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