

## Tarun Khanna's book BILLIONS OF ENTREPRENEURS

*How China and India Are Reshaping Their Futures and Yours*

Bangalore, Karnataka, IND, 2008-07-18 14:42:34 (IndiaPRwire.com)

The author who is a Jorge Paulo Lemann Professor at Harvard Business School was in Bangalore on 17th July for a discussion on his book with Rama Bijpurkar, Market Strategist and author of *We are Like that Only* and Kiran Mazumdar Shaw; Chairperson and MD Biocon Ltd.

For the first time since the rise of Western capitalism, entrepreneurs in China and India can ignore New York and London—and still build companies worth billions. Thanks to social and economic revolutions, Asia has captured the best minds and money from all around the world. *Billions of Entrepreneurs* is a compelling account of how China and India are reshaping business, politics and society around the world.

In *Billions of Entrepreneurs*, Tarun Khanna, uses on-the-ground stories and thorough research to show how China and India are embracing the world on their distinct terms. Entrepreneurs are powering change through new business models and bringing hope to countless people. Through intriguing, often provocative comparisons of triumphs and travails in both countries, the author illuminated critical areas which include the challenges of government 2.4 billion people with entrepreneurial tendencies, need for information accessibility, transparency, reliability, balance between private property rights and public interests, need to encourage and fund indigenous enterprise, role of overseas Chinese and Indians in development back home and rise of medical tourism and the inequality of health care.

Tarun said China and India are radically different -one was top down and the other bottom - up. 'How they will complement each other when they have two different political and cultural systems is a question to analyse and understand. '

'India is argumentative; China is about force. If a road has to be laid, it is laid. In India; you'd have a hundred disputes. But we have to work around these,' Tarun said.

But Kiran Mazumdar - Shaw said India and China must work together. 'How when we have different systems do we turn partners in growth? I reason that we are competing when it comes to marketing and manufacturing, but a great opportunity lies in research. How do we synergise when we are countries with a vast cultural divide?'

The book reveals how such differences will influence China's and India's future development as well as what the two countries can—and must—learn from each other today. A compelling account, *Billion of Entrepreneurs* paints a vivid picture of how China and India are reshaping business, politics, and society around the world.

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