



PREFACE

The business environment has undergone momentous changes during the last two decades and the world economic scenario has altered significantly. The modern business is placed in a very complex environment. Business managers constantly face challenges emerging from the continuously evolving environment. Since the initiation of the process of economic reforms in 1991, Indian economic environment is going through dynamic changes. There has been a structural shift in the economy as well.

This book attempts to provide an understanding of how macroeconomic policies work and, in turn, how they impact the business environment. The need of the hour is to learn all the new policies, structures, measures, steps and their implications. It is because of the importance of these topics and the changing environment, various academic institutes/universities teach this course under titles like Economic and Social Environment, Business in Asia, Indian Economy: Policy and Environment, Development in Indian and Global Economy, Asian Business Environment and so on.

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