



The Offshore Nation: Strategies for Success in Global Outsourcing and Offshoring

By Atul Vashistha, Avinash Vashistha

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Widely practiced by many Fortune 500 companies, global outsourcing has become one of the key strategic imperatives for successful enterprises. Often referred to as offshore outsourcing, *services globalization* is the next step in the evolution of global trade and capitalism. Top organizations are performing, buying, selling, and transforming services at an incredibly quick pace.

Written by outsourcing and global services experts Atul and Avinash Vashistha, *The Offshore Nation* presents a comprehensive, balanced view of the rapid growth of outsourcing and its expanding role in corporate strategy, providing a roadmap for business leaders and upper-level managers to plan their own strategies. Drawing upon their vast experience as consultants to Fortune 1000, multinational corporations, the authors help you determine what role offshore services should play in your company, how to integrate the strategy into your overall corporate identity, and successfully manage the initiative on an enterprise-wide level.

This practical, strategy-packed guide outlines the "big picture" of outsourcing, breaking down its different components and examining its impact on world and local economies and employment shifts. Covering outsourcing in many different countries and a variety of services--from IT, telecom, and customer service to accounting--the authors reveal best practices and step-by-step, proven methods for:

- Building a sound globalization strategy
- Identifying the processes that are mature enough to send offshore
- Choosing the right business model for globalizing IT, back office, and other services
- Attracting and retaining customers
- Effectively managing your suppliers

Chock-full of valuable insights and tactical advice, *The Offshore Nation* is the authoritative primer for global outsourcing, helping companies to minimize the risks and maximize their return on investment.

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- Sales Rank: #1727581 in Books
- Published on: 2006-03-03
- Original language: English
- Number of items: 1
- Dimensions: 8.80" h x .95" w x 6.30" l, 1.19 pounds
- Binding: Hardcover
- 256 pages

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Editorial Review

From the Back Cover

Praise from industry experts for *The Offshore Nation*

"The growing trend of globalization of services needs to be understood by everyone involved-businesses, customers, governments, citizens. This book provides a fundamental understanding of this important set of developments."-Harris Miller, President, Information Technology Association of America (ITAA)

"A stunningly thorough rebuttal to Lou Dobbs, *The Offshore Nation* makes a compelling case for the globalization of services and provides a practical roadmap for those with the foresight to seize the opportunity to establish competitive advantage in a global economy."-J. Ross Docksey, Partner, Sonnenschein Nath & Rosenthal LLP , Leading Global Legal Firm

"Globalization, outsourcing, the pace of technology, and the growth of a global services economy combine to have a dramatic impact on corporate enterprises, country economies, and the career of individual workers around the world. This work provides real insight into how these forces relate and operate, and how workers, countries and companies can navigate to their advantage."-Steve Huhn, Vice President, WW Strategic Outsourcing, HP Managed Services

"*The Offshore Nation* demonstrates the changes in how work is accomplished in supply chain, paper and IT-intensive industries in much the same way Henry Ford changed processes in car manufacturing."-Jerry Rao, Chairman and CEO, Mphasis, Chairman, Nasscom

"Regardless of the size of your organization, if you want to compete in the 21st century, read this book!"-Terrence Trayvick, President of Capital Markets Business, Fortune 250 Company

About the Author

Atul Vashistha is the CEO and **Avinash Vashistha** is the Managing Partner of neoIT, a leading management consultancy that provides strategic advice on outsourcing and global services to top corporations around the world. The authors' thought leadership and industry knowledge are regularly sought out by Wall Street analysts, global executives, and top business journalists.

Users Review

From reader reviews:

Roy Brown:

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Richard Graham:

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James Koenig:

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