



Calling India: How India Became The Offshoring Capital of The World

By Satindra Sen

Bloomsbury, New Delhi, 2015. Paper back. Book Condition: New. First. 252pp. For the young English educated Indian, from the big cities to the small towns, across gender and across all classes, India's BPO boom changed their lives. They found themselves in the throes of an industry that matched their energy and insatiable hunger for action. Satindra Sen who was part of the team that set up one of the country's first offshoring ventures writes an engaging tale tinged with sharp humour and piercing insight of how things were and how they turned out to be.

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