



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

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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