



The Voyage East: An Executives' Guide to Offshore Outsourcing

Prashant Dubey

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The first piece of work helping an executive understand offshore technology outsourcing as more than low labor costs. The author masterfully outlines the offshore outsourcing decision process in the context of a voyage. The destination is reached by understanding the reason for the voyage, setting objectives for the voyage, establishing the proper voyage strategy and selecting the best voyage guide. This is a must read for every executive that knows that offshore technology outsourcing is not a question of "if" but "when." The author uses easy to understand language that demonstrates knowledge of U.S. and Indian corporate norms and societal culture. Within a couple of hours, this guide can increase the comfort level of any executive struggling with how to reduce operating costs while preserving the revenue generating assets of the company. This guide helps us understand how to accomplish the seemingly impossible-how to do more with less.

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