



# **Business Process Outsourcing: Oh! BPO - Structure and Chaos, Fun and Agony**

*V Anandkumar, Subhasish Biswas*

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A nascent industry in the 1990s, business process outsourcing (BPO) has taken India by storm. While this industry has been enmeshed in bad press and myths, the fact remains that it has proved to be an engine of economic growth for India over the last one decade. V. Anandkumar (VAK) and Subhasish Biswas have provided an insider's perspective that will be an invaluable read for the 150,000 'BPOites' that enter this industry every year from second and third-tier cities, and to those that are already working in the industry.

This in-depth understanding of the BPO industry is also invaluable for business partners and industry leaders-for those who aim to set up a BPO, or for those keen to sustain the workforce in an industry known for its high attrition rate. The authors have dispelled myths while focusing on challenges, opportunities, and solutions from the perspectives of the employee, employer, and customer. How the industry has touched lives of thousands of youth and turned India into a global superpower makes this a compelling read for all those with a wider interest in the power of transformation.

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