



Life Insurance In India: Opportunities, Challenges and Strategic Perspective (Response Books)

Hira Sadhak

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This first-of-its-kind book reflects on life insurance in the current context of globalization and economic reforms and traces the interdependence of life insurance and macro economic factors. It focuses on structural change, market potential and emerging challenges for the Indian Life Insurance industry and also covers the global life insurance industry, regulatory regime, and market friendly practices abroad. Thus it provides a powerful insight into emerging trends in the Life Insurance industry as a whole.

Life Insurance in India: Opportunities, Challenges and Strategic Perspective presents a detailed analysis of several strategic and managerial issues such as product-market relationship, distribution, marketing strategies and funds management and focuses specially on the changing contours of risk management in life insurance. Primary concerns for the post-liberalized industry like structural changes in economy and financial sectors, information explosion, need for competitive management efficiency, etc., have been discussed with suggestive guidelines.

A supplement on analysis of macro economic indicators and their impact on stock market investment make this book a ready manual for any practicing manager. Apart from the general reader, it will also be very useful for regulators and students of Insurance Management and training programmes of Life Insurance companies.

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