



Asian Business and Management: Theory, Practice and Perspectives

By Harukiyo Hasegawa

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Asian Business & Management delivers an unparalleled understanding of the diverse and critically important Asian business world.

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- Understand business theory and practice in an ethical context
- Topical case studies demonstrate Asian management systems and allow you to assess the strategies adopted by corporations and governments
- Written and edited by the leading authorities in the field
- Dedicated companion website featuring PowerPoint slides, teaching notes and revision question answers

Harukiyo Hasegawa is Honorary Fellow of White Rose East Asia Centre at the University of Sheffield, UK and Founding Editor of Asian Business & Management.

Carlos Noronha is Associate Professor at the Faculty of Business Administration, University of Macau, China, Visiting Professor/Researcher at Doshisha Business School, Doshisha University, Kyoto, Japan and an Associate Editor of Asian Business & Management.

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Editorial Review

Review

'Even seasoned travelers need a guide book in Asia. Similarly, managers need a guide book to do business in Asia given its size and diversity. This is that book. Using a systems approach, Professors Hasegawa and Noronha have put together a very useful and comprehensive overview for anyone doing business in Asia.' - Professor Aneel Karnani, Stephen M. Ross School of Business, University of Michigan, US.

'This is an excellent, thoughtful text setting out clearly the complex and evolving business systems in Asian countries. The theoretical framework allows a very useful comparative institutional and systemic perspective that provides a solid understanding of Asian business, with all its contextual variations and formulation.' - Adrian Wilkinson, Professor and Director, Centre for Work, Organisation and Wellbeing, Griffith University

'This book provides a systematic, comprehensive, original and insightful analysis of business systems in Asia. The 'golden thread' that ties the analysis of these diverse systems together is Redding's acclaimed model of business systems. I commend this book both as a textbook for students of management in Asia and as an immensely helpful reference tool for managers doing business in the region.' - Bruce Stening, Professor of Management, Peking University, China

'This book provides a good introduction to Asian business written by experts in the subject. I would not have any reservations in adopting the textbook for an undergraduate or a graduate class' – Bob Terpstra, University of Monash, Australia

'Thoughtful and interesting' – Stephen Grainger, Edith Cowan University, Australia

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From the Back Cover

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