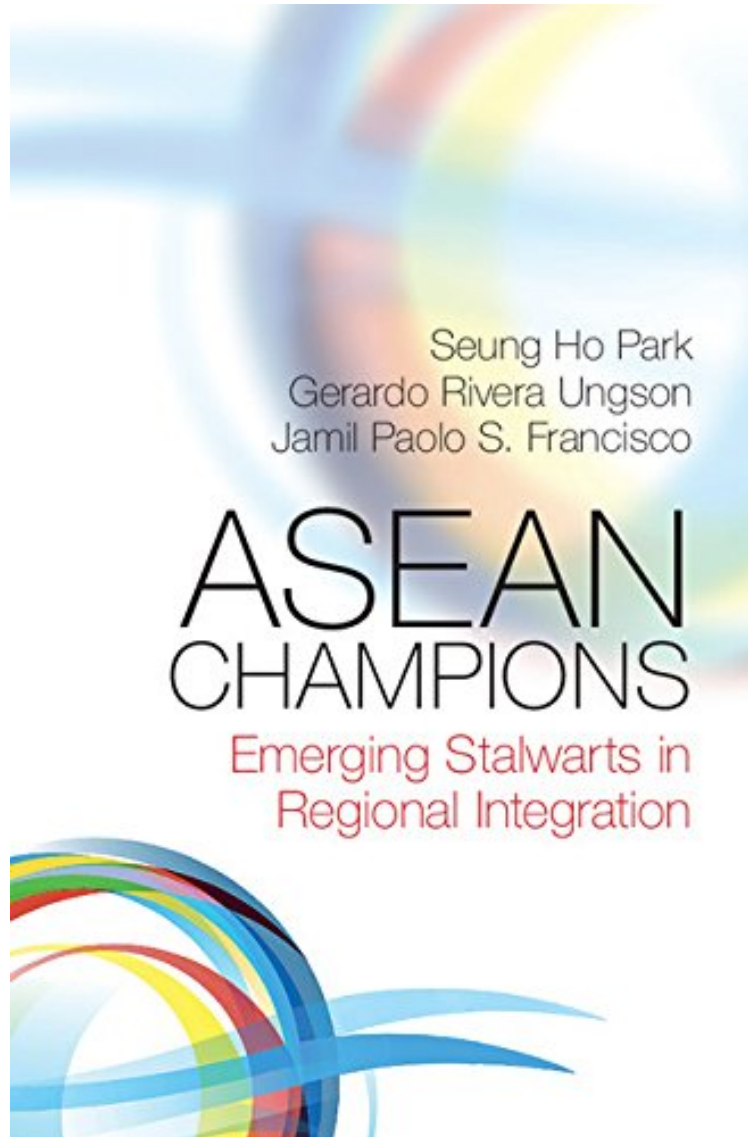


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## ASEAN Champions: Emerging Stalwarts in Regional Integration

*Seung Ho Park, Gerardo Rivera Ungson, Jamil Paolo S. Francisco*

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With a population of about six hundred million people, and a combined GNP of more than US\$ 2.4 trillion, the ASEAN Economic Community (AEC) is set to become the seventh largest economy in the world. Launched in

December 2015, the AEC unveiled initiatives to create a single market and production zone, a competitive and equitable region, and integrated links to the global economy. *ASEAN Champions* seeks to address the role of the strong local firms in regional integration, how these 'champions' succeeded and endured, despite facing adverse circumstances, and the factors that facilitated or impeded their participation in regional integration. The book provides insights for future firm and government-led strategies to enhance the integration process. By complementing current narratives that focus on macroeconomic, socio-political, and trade considerations, Park, Ungson and Francisco offer an enlightening and engaging read, ideally suited to academics and professionals alike.

**About the Author** Seung Ho Park is Parkland Chair Professor of Strategy at China Europe International Business School. He was the founding President of Samsung Economic Research Institute China. He co-authored the award-winning book *Rough Diamonds: The Four Traits of Successful Breakout Firms in BRIC Countries*, and his research has been published in leading journals, including the *Academy of Management Journal*, *Academy of Management*, and the *Journal of International Business Studies*. Gerardo R. Ungson is the Y. F. Chang Endowed Chair and Professor of International Business in the College of Business, San Francisco State University. He was formerly a Senior Resident Scholar with IEMS in Beijing. With Seung Ho Park, he won the *Strategy and Business Journal* award for the 2013 Best Book on Globalization for *Rough Diamonds*. Jamil Paolo S. Francisco is an Associate Professor of Economics at the Asian Institute of Management (AIM). He has published journal articles on financial markets, environmental economics, and household adaptations to climate change, and has led several research projects under the Economy and Environment Program for Southeast Asia of the IDRC, and under the East Asian Development Network.