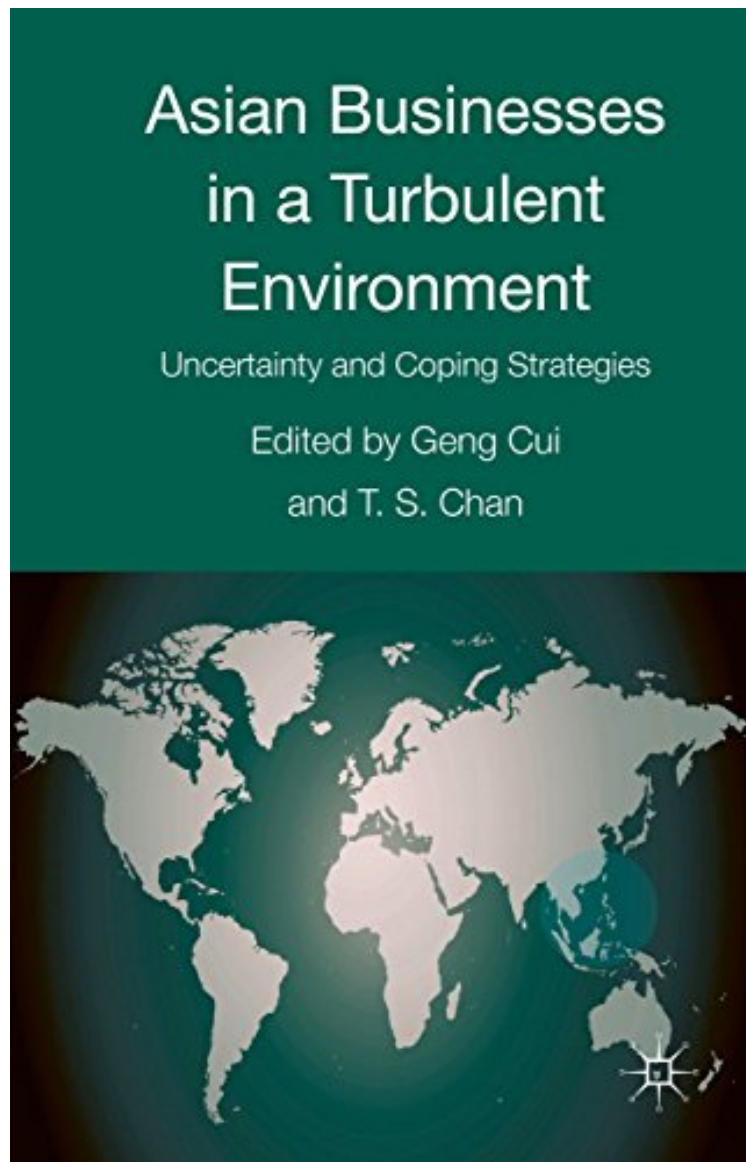


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Asian Businesses in a Turbulent Environment: Uncertainty and Coping Strategies (AIB Southeast Asia)

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Asian Businesses in a Turbulent Environment explores how Asian firms cope with challenges such as globalization, regional conflict, pressure for greater democracy and environmental protection, and the impact that rising above these challenges will have in their growth prospects.

From the Back Cover Asian economies today command much attention from scholars and practitioners, yet they continue to face crises and challenges such as globalization, regional conflict, pressure for greater democracy and environmental protection; to name but a few. Asian Businesses in a Turbulent Environment explores how Asian firms cope with these challenges, and the impact that rising above them will have in their growth prospects. Starting with conceptual analyses of crises and their impact on local markets and societies, this book will also study leadership styles for conflict management and the strategies adopted by Asian firms from various countries including the location choice and entry mode of multinationals, knowledge transfer and cultural shifts, social capital and knowledge development, and environmental management in the supply chain.

About the Author Geng Cui is Professor of Marketing and International Business at Lingnan University, Hong Kong, China. His research interests include consumer behaviour and marketing in China, foreign direct investment strategies and performance, and quantitative models in marketing. His works have appeared in leading academic journals. He has been a consultant to local and overseas organizations on China business and marketing strategies. T. S. Chan is Shun Hing Chair Professor of Marketing at Lingnan University, Hong Kong, China. T. S. has published widely in the areas of international marketing channel strategies, cross-cultural consumer behaviour, and the development of Chinese Multinationals. He is Chair of the Southeast Asia Chapter of the Academy of International Business, and Vice President (Quality Assurance) for UNESCO Hong Kong Association. He consults for corporations, universities, and government agencies in Hong Kong and abroad.