

Asian Business and Management: Theory, Practice and Perspectives



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

Featuring an accessible two-part structure, the first section outlines the major contextual and theoretical issues of business and management. The second part offers a fresh, topical analysis of management in the major Asian nations.

Throughout the book, you will benefit from the wisdom of leading international authorities and, unlike competing texts, a unique focus on corporate social responsibility in Asian countries.

Key benefits:

- 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

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