

# Principles Of Marketing An Asian Perspective

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the prevailing mediation model and process is drawn primarily from the west for a long time there has been a call for conflict management approaches that are more appropriate for the asian context this book answers the call by identifying cultural

values and norms that affect how conflicts may be perceived through asian lenses and how conflict management processes and practices should be structured

as energy has become one of the crucial factors in ensuring the economic growth and the sustainable development of people nations societies and ultimately human civilisation in the 21st century global scenario there is a pressing need for treating energy as a strategic commodity and for analysing national regional and global strategies concerning energy this is an attempt to debate and discuss various facets economic technological and political of such strategies and at the same time to encompass concepts like energy security and energy diplomacy that form significant components of such strategies strategising of energy is an issue that is inextricably linked with the domestic and foreign policies of a nation or a region and it is characteristically futuristic as strategies are supposed to be made with a long term perspective contemporary asian realities serve as the perspective of such an analysis for several reasons asia is the home of two fast growing and energy thirsty countries like china and india as well as japan and the asean countries there are at least three energy producing regions in asia that are crucial for global energy security like west asia the traditional one two upcoming regions of central asia and the area around south china sea the indian ocean is one of the most important energy transit routes for international energy transport even the smallest disruption in the production and transport chain of energy within asia has the potential of upsetting the global energy balance this volume attempts to focus on a number of significant issues concerning the theme of strategising of energy contributors analyse debate and discuss the questions from different viewpoints and different angles thus this volume represents a wide spectrum of views from a scientist s vision of a world with cleaner energy to the strategist s comments on solutions to national energy issues from journalists views on the development of governmental policies on energy to academicians analyses of regional energy strategies and from historians analyses of the restructuring of the national energy infrastructure and the re prioritising of national energy strategies to debates on national regional as well as maritime energy strategies by specialists on international relations

the central metaphor is partly constructed out of michel foucault s metaphor of the ship of fools in madness and civilization building on foucault s brilliant argument the three themes of hope progress and optimism as used in this book represent idiomatic expressions of the business of modernity that have developed since the time of the industrial revolution in the west with this in mind this book has been

designed for upper level undergraduates graduate students and readers who are interested in contemporary political theory those with a background in business philosophy political theory popular culture economics international relations cultural studies literary studies and american government will discover themselves at an advantage in understanding the issues explored in the book it avoids overtly dense theories that often cloud the issue of globalisation and uses plain english to make sense of the most important political phenomenon in the world today this book uses the american case as a way to understand the complex phenomena of globalization readership policy makers researchers tertiary students and all those interested in the effects of globalisation on modern america the consequence impact on asia and rest of the world

taking mainly japanese and other asian case studies as examples ogino examines the motivations behind the preservation of objects and sites considered to be of cultural significance using mainly the perspectives of japanese approaches to cultural heritage the book critiques the european logic of cultural heritage enshrined by unesco it contrasts a western emphasis on monuments and sites with an asian emphasis on more intangible forms of heritage which place less emphasis on a linear view of time more practically the authors also analyse the positive and negative impacts that unesco listed status has had on sites in asia including angkor wat nagasaki and lijiang finally they address fundamental questions about who gets to decide what counts as cultural heritage and what the underlying rationale is for actively preserving heritage in the first place this books is a thoughtful and provocative analysis of issues that will be of interest to sociologists as well as scholars and students of cultural heritage

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choosing between government and market is not a very helpful exercise since both are necessary this book argues that it is misplaced to dichotomise between government and market failures too much attention is generally placed on government failures and not enough on private corporate failures failures occur in both public and private corporate spheres they may be due to lapses in implementation of policies and programmes lack of enforcement in developing countries occurs either because rules and norms do not exist or they are poorly enforced emphasis on implementation problems highlights the importance of organizations and institutions

## preface

given the rise of asia in the global economy in recent decades it is important to understand the uniqueness of asian business this book first introduces the core strategies prevalent in western business and then explains how they can be applied or adapted to asian business when necessary modified or new business models as developed by the author are utilized to better explain asian business furthermore this book deals not just with the theory but also with practice several real life case studies and examples are discussed in order to compare and contrast the asian and western perspectives on global business strategy readers will therefore gain an enhanced understanding of asian business and formulation of asian business strategy

the essays here delve into the historical and social roots of the 9 11 attacks and their implications on the economy and on society as a whole one notes that the issues raised and analyses made by the eminent scholars in these articles continue to be relevant and useful and in fact may provide a basis for understanding developments that are yet to unfold from the introduction

in this book singapore architect and intellectual william lim continues his search for alternative asian perspectives to eurocentric modernity and us style globalization this compilation comprises essays and lectures of the past two years when the author pondered contemporary critical cultural and urban discourses through which he formulated new ideas and analyses particularly in relation to the postmodern glocality and social justice lim s articles express powerful indictments of the multiple failures of eurocentric modernity he challenges the mainstream modernist theories on urbanism and globality he offers critical alternatives and expands the frontiers of radical postmodern urbanism to include sustainability basic needs citizen participation and social justice the title of the book alternative post modernity clearly signals the complex relational fluidity hybridity and de territorisation between modernity and postmodernity the slogan of think global and act local and vice versa perhaps can describe the dialectical indefinable and ever evolving relationship of post modernity

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