

## Services Marketing An Asia Pacific Perspective Hardcover

The Asia-Pacific Profile The International Politics of the Asia-Pacific International Relations Theory and the Asia-Pacific Regionalism in the New Asia-Pacific Order Public Relations in Asia Pacific Asia Unplugged Pacific Cooperation India as an Asia Pacific Power International Business in the New Asia-Pacific The New Global Politics of the Asia Pacific Culture and Society in the Asia-Pacific Rivalry And Cooperation In The Asia-Pacific: The Dynamics Of A Region In Transition (In 2 Volumes) The Asia-Pacific Century Peace and Security in the Asia-Pacific International Relations in the Asia-Pacific Strategic Cultures in the Asia-Pacific Region Reshaping the Asia Pacific Economic Order The Politics of the Asia-Pacific States, Markets and Civil Society in Asia Pacific: The political economy of the Asia-Pacific region Twenty-First Century World Order and the Asia Pacific Bernard Eccleston Michael B. Yahuda G. John Ikenberry Joseph A. Camilleri Mary M. Devereux Madanmohan Rao Andrew Mack David Brewster Terry Wu Michael K. Connors Richard A. Maidment Mark Beeson Adam B. Lowther Sorpong Peou Jörn Dosch Ken Booth Christopher Findlay Mark S. Williams Joseph A. Camilleri J. Hsiung

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the asia pacific profile offers a unique combination of maps diagrams documents and statistical data covering every state around and within the pacific north east and south east asia the western rim of central and south america the pacific island states the russian far east north america and australia key features include over 25 historical and contemporary maps featuring flows of labour trade investment tourists and telecommunications and empires wars colonial struggles and environmental degradation succinct surveys of historical developments and contemporary political issues over 500 diagrams depicting key demographic economic and social changes since 1970 with appendices showing the actual data used and their sources and key documents that have shaped the asia pacific including founding charters of contemporary organizations such as apec asean nafta and the wto treaties and declarations that started and later resolved conflicts within and between states over politico economic issues and essential social rights documents concerning indigenous peoples the asia pacific profile has been designed for those studying or with a general interest in the politics economics and international relations of the asia pacific region

michael yahuda s extremely successful textbook introduces students to the international politics of the asia pacific region since 1945

looking at approaches to understanding the interactions among three critical players china japan and the united states the authors of this text show that understanding the effects of cultural divides between asian and american policymakers is crucial to building effective policies in the future

regionalism in the asia pacific is a complex and rapidly evolving phenomenon this volume explores the relationship between globalization and regionalization between states markets and civil society and between us hegemony and asian aspirations

public relations in asia pacific reflects the growing professionalism in the practice of public relations in the world s fastest expanding economy it is a carefully drawn road map both strategically and tactically for all manner of entities for profit and not for profit on how to establish and maintain effective relationships with their numerous stakeholders particularly insightful are the many examples of public relations in action within the asia pacific region it s a must read for those interested in public relations careers and those new to the profession and it s a first rate refresher for the established professional harold burson founding chairman burson marsteller worldwide mary devereux and anne peirson smith have combined their considerable talents and experience to produce a bible of how public relations is and should be practiced in the asia pacific one of its many virtues is that it debunks the myth that pr is just one long lunch hosted by caricature svengalis and spin

doctors rather it sets the profession in a cultural context that will be valuable to those starting at pr 101 professionals and corporate executives who want to know how truth can be well told with all due credit to mccann erickson kerry mcglynn special adviser corporate communication department cathay pacific airways as greater social pluralism stakeholder influence and internet driven consumer sophistication and empowerment grow relentlessly across nearly all asian societies public relations in asia pacific is a timely guide to the critical role of good public relations clear helpful and with a wealth of good examples of how best practice pr in action can make real and tangible contributions to governments businesses ngos as well as to ordinary people this is essential reading for anyone concerned with how to communicate well in the world s fastest growing economic region tim sutton chairman asia pacific weber shandwick in an increasingly globalized world public relations practices and strategies become critical for organizations to communicate effectively to their diverse audiences worldwide this book is therefore an extremely timely and relevant contribution to pr students and practitioners in the asia pacific region as it provides not only a comprehensive overview of the essential concepts and skills of public relations but also specific case studies which illustrate tactical uses of public relations across a wide range of issues and countries in my opinion this book fills a major gap in the understanding of public relations concepts and practices and will constitute a fundamental resource for all those who aspire to excel within the field dr indrajit banerjee secretary general asian media information and communication centre amic

a compact and comprehensive introduction to the epicentre of the world s wireless revolution this volume will be required reading for scholars professionals and entrepreneurs involved in the foundations and frontiers of the wireless ecosystem in asia and around the world book jacket

this volume brings together distinguished scholars to assess the literature on international regimes and to explore the relevance of organizations such as nafta gatt csce and the eu for the asia pacific region the contributors also evaluate whether lessons for promoting cooperation in the security field can be drawn from the recent successes in regional economic cooperation pacific cooperation will be essential reading for policymakers academics and anyone with an interest in understanding the prospects for promoting stability and prosperity

the emergence of india as a regional and potentially global power is forcing us to rethink our mental map of the asia pacific we are only just beginning to discern how india may alter the global economic landscape how will the rise of india change the strategic landscape of asia and beyond this book provides a comprehensive assessment of india s international relations in the asia pacific a region which has not traditionally been understood to include india it examines india s strategic

thinking about the asia pacific its relationships with china and the united states and india s increasingly close security ties with other major countries in the region it considers the consequences of india s rise on the asia pacific strategic order and asks whether india is likely to join the ranks of the major powers of the asia pacific in coming years

the asia pacific region sustaining more than four decades of rapid growth has emerged as an economic force comparable in significance to europe and north america this book examines the economic geopolitical technological demographic and cultural forces that shape the international business strategies in the asia pacific region specifically it examines the seismic shifts in global business environment since the new century and addresses emerging opportunities and threats in the asia pacific region this book offers new insights for international business in areas such as trade policy supply chains international investment technological innovation international marketing digital economy and human resources the enclosed comprehensive and diverse analyses of the international business landscape in the new asia are invaluable to scholars managers politicians and policy makers alike this book is engaging and informative it presents a collection of diverse and cutting edge topics that offer new insights into international business activities in the asia pacific region raising questions for debate and opening pathways for future research a must read book for international business scholars hussain g rammal university of technology sydney australia this book offers a comprehensive introduction to the general business environment in asia it highlights the complexities and dynamics of doing business in asia and provides insightful understandings of emerging issues in the region the chapter by chapter analyses of the region depict the rich thematic contexts in which key issues and challenges facing corporate executives as well scholars in international business i believe that this book is valuable for students of international business global business environment and regional studies hongxin zhao saint louis university usa

first published in 2005 routledge is an imprint of taylor francis an informa company

this text examines the crucial social and cultural factors associated with the rise of the asia pacific at the end of the 20th century

rivalry and cooperation in the asia pacific provides a comprehensive and accessible introduction to the most important strategic and economic region in the world asia pacific is a region that is undergoing a major transformation largely as a consequence of the rise of china and its growing rivalry with the united states whatever

happens in the asia pacific will profoundly influence global events not just regional ones looking ahead the region s future direction and even its name is contested and uncertain this two volume reference work by one of the world s leading analysts of regional affairs places these events in historical context and considers what they may mean for future political economic and strategic relations by focusing on the united states china and the region s most significant middle powers the book explains why and how the asia pacific has become the fulcrum of international events

when secretary of state hillary clinton published america s pacific century in foreign policy magazine in november 2011 the administration was clearly indicating to domestic and international audiences that the united states is beginning a pivot toward the asia pacific clinton s article served as a spark for renewed interest in the nation s asi

demonstrating that none of the various perspectives under review has emerged as the clear winner in the struggle for theoretical hegemony in security studies this book shows that eclectic perspectives like democratic realist institutionalism can better explain peace and security in the asian pacific the asian pacific has emerged as one of the most important regions in the world causing scholars to pay increased attention to the various challenges old and new to peace and security there peace and security in the asia pacific theory and practice is a comprehensive critical review of the established theoretical perspectives relevant to contemporary peace and security studies in the light of recent experiences illuminating ongoing debates in the field the book covers some 20 theoretical perspectives on peace and security in the asian pacific including realist liberal socialist peace and human security constructivist feminist and nontraditional security studies the first section of the book discusses perspectives in realist security studies the second part covers perspectives critical of realism the author s goal is to assess whether any of the perspectives found in nonrealist security studies are capable of undermining realism his conclusion is that each theoretical perspective has its strengths and weaknesses leaving eclecticism as the best way to understand the region s dynamics

the focus of this book is the changing pattern of international politics in the asia pacific region on the eve of the 21st century with particular reference to the role of the united states asean japan china and the emerging role of latin america as well as multilateral cooperation forums such as apec arf and cscap the analysis is not based on a single theoretical approach but instead employs different perspectives

a multinational and inter disciplinary group of contributors have written original essays in this book to provide the first profile of the strategic cultures of the states of the asia pacific region

relationships and alignments among the nations of the world s most populous and productive region the asia pacific are in flux current global political economic and security uncertainty heightened by 9 11 and the subsequent war on terror has fuelled a reassessment by many asia pacific nations about the structure and form of future economic and political cooperation and development featuring contributions from some of the most eminent and influential economists and political scientists in the asia pacific region this book explores the forces reshaping the asia pacific economic order and where these changes may lead focusing on the origins of the shift towards policy driven integration the book examines what new structures may eventually emerge on both sides of the pacific the ways in which this shift will affect the progress of economic integration and how cross pacific relations will therefore be affected

this book introduces readers to the deep political tensions in the asia pacific and offers classroom simulations designed to encourage students to delve deeper into the issues and dynamics of the region

this first volume of a two volume study concentrates on the geopolitical and economic transformation of asia pacific it focuses on the complex relationship between the decline of ideological bipolarity the rapid industrialization of east asia and the tensions generated by the shifting balance of regional and global economic interests

after examining the global system s political volatility at the dawn of the new millenium the book looks at how some of the identifiable system wide trends e g globalization democratization fragmentation etc may find repercussions in the asia pacific the book also addresses the question of comprehensive security in comparison with other regions in a wide range of areas subsuming economic security geoeconomics environmental security ecopolitics and human security in addition the book recognizes the idiosyncrasies of the region such as the defensiveness of most asian governments toward the protection of their financial markets against external forces following the regional financial crisis of the late 1990s

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