

The New Asia

The United States in the New Asia International Business in the New Asia-Pacific Profiles from the New Asia The New Asian Hemisphere Banking on the Future of Asia and the Pacific Hong Kong Media and Asia's Cold War Towards a New Asia SEC Docket In the Shadow of the Rising Sun Regionalism in the New Asia-Pacific Order The New Asia Destination Branding The New Asia in Global Perspective Shanghai Telephone Directory [and Buyer's Guide] The New Asian Way Asian Business The Asia-Pacific Newspaper and Bank Directory of the World Our Day Evan A. Feigenbaum Terry Wu Albert Roland Kishore Mahbubani Peter McCawley Poshek Fu Commission for a New Asia United States. Securities and Exchange Commission Christian Henriot Joseph A. Camilleri David L. James Nigel Morgan M. Choo Wai Fong Foong Jim Rolfe Harlan Page Hubbard

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at head of title international institutions and global governance program

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

for centuries the asians chinese indians muslims and others have been bystanders in world history now they are ready to become co drivers asians have finally understood absorbed and implemented western best practices in many areas from free market economics to modern science and technology from meritocracy to rule of law they have also become innovative in their own way creating new patterns of cooperation not seen in the west will the west resist the rise of asia the good news is that asia wants to replicate not dominate the west for a happy outcome to emerge the west must gracefully give up its domination of global institutions from the imf to the world bank from the g7 to the un security council history teaches that tensions and conflicts are more likely when

new powers emerge this too may happen but they can be avoided if the world accepts the key principles for a new global partnership spelled out in the new asian hemisphere

this book is a history of the asian development bank adb a multilateral development bank established 50 years ago to serve asia and the pacific focusing on the region s economic development the evolution of the international development agenda and the story of adb itself this book raises several key questions what are the outstanding features of regional development to which adb had to respond how has the bank grown and evolved in changing circumstances how did adb s successive leaders promote reforms while preserving continuity with the efforts of their predecessors adb has played an important role in the transformation of asia and the pacific over the past 50 years as adb continues to evolve and adapt to the region s changing development landscape the experiences highlighted in this book can provide valuable insight on how best to serve asia and the pacific in the future

hong kong was a key battlefield in asia s cultural cold war after 1948 1949 an influx of filmmakers writers and intellectuals from mainland china transformed british hong kong into a hub for mass entertainment and popular publications while there was no organized movement for independence largely because of its location directly next to mao s china hong kong was central in the cultural contest between communist china nationalist taiwan and the united states hong kong media and asia s cold war discusses how china taiwan and the u s fought to mobilize hong kong cinema and print media to sway ethnic chinese in southeast asia and across the world central to this propaganda and psychological warfare was the emigre media industry this period was the golden age of mandarin cinema and popular culture throughout the 1967 riots and the 1970s the emergence of a new local born generation challenged and reshaped the cold war networks of émigré cultural production contributing to the gradual decline of hong kong s cultural cold war through untapped archival materials contemporary sources and numerous interviews with filmmakers magazine editors and student activists po shek fu explores how global conflicts were localized and intertwined with myriad local historical experiences and cultural formation

publisher description

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

the world s economic center is increasingly shifting from north america and europe to asia this timely guide will provide businesspeople with the knowledge and understanding necessary to remain competitive and proactive in that brave new world to help readers better grasp the causes and effects of the ongoing tectonic shift in economic power this book examines the 16 nations driving the explosive economic growth of asia it shows readers how to apply a five factors analysis to predict which asian countries and industries will experience the most vibrant economic growth in coming years and which will present the greatest risks for international businesses it then goes a step further offering insights and strategies that will help businesses assess opportunities in asia and achieve success there in the years ahead to help readers make those judgments this comprehensive practical resource includes insightful descriptions of the value systems business practices customs and social characteristics of asia and of individual asian nations it also exposes the intra regional relationships of asian countries that contribute to or undermine their individual economic potential and that of the region as a whole

in today s highly competitive market many destinations from individual resorts to countries are adopting branding techniques similar to those used by coca cola nike and sony in an effort to differentiate their identities and to emphasize the uniqueness of their product by focusing on a range of global case studies destination branding demonstrates that the adoption of a highly targeted consumer research based multi agency mood branding initiative leads to success every time

the remarkable economic growth of asia has been the defining feature of the second half of this century this book offers a comprehensive overview of the scientific technological and economic factors which enabled asia to make such a strong comeback

after centuries of oppression this historical survey offers useful lessons for the future and guides predictions for how asia might face up to the new challenges of the next millennium

aims to demonstrate how a new asia can be built through the adoption of the new asian way drawing on lessons from both the east and the west shows how modern methods of wealth creation governance and technology have all been developed by the west and investigates how asia can learn from these achievements while maintaining the best of traditional cultural values

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