Dynamic Perspectives on Globalization and Sustainable Business in Asia

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:
In the increasingly turbulent political climate, there has been growing interest in economic and international relations with Asia. Understanding the business practices in countries of this region, particularly uncertainties, risks, and opportunities associated with doing business in Asia, will be key for competing in a global economy.

Dynamic Perspectives on Globalization and Sustainable Business in Asia provides perspectives on the challenges and opportunities of business growth in Asia with strategic insights on knowledge production, innovation, and disruptive technologies. Featuring coverage on a broad range of topics such as consumer behavior, financial literacy, and value perception, this book is ideally designed for academicians, researchers, government officials, policymakers, and practitioners seeking current research on the development of networks to support competitive advantage in the global economy and viable enterprises.


Topics Covered:
- Consumer Behavior
- Customer Demographics
- Digital Banking Services
- Entrepreneurship Education
- Financial Literacy
- International Cooperation
- Market Development Strategy
- Performance Evaluation
- Pharmaceutical Promotion
- Place Branding
- Trade Relations
- Value Perception

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