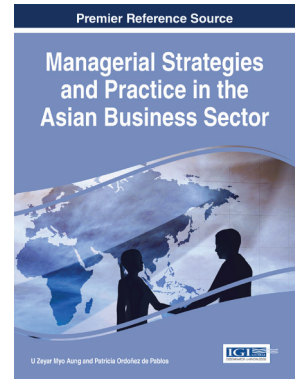


Managerial Strategies and Practice in the Asian Business Sector

Part of the Advances in Logistics, Operations, and Management Science (ALOMS) Book Series

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and Patricia Ordoñez de Pablos (The University of Oviedo, Spain)



Description:

Due in part to globalism and economic development, the Asian business sector has been rapidly expanding. Thanks to the increasing industrialization and economic growth of China and India in particular, tourism as well as business opportunities in the Asian sector are booming.

Managerial Strategies and Practice in the Asian Business Sector is a comprehensive reference source for theories and practices related to business integration in Asian countries. The research presented within this timely resource closely examines a number of essential topics such as ethics, competition, and entrepreneurship in an era of globalization and economic expansion. Illustrates innovative insights concerning the development of business strategies in this growing region.

Readers:

This book is an invaluable reference for business executives, students of business, academics, policy makers, or any professional concerned with globalism and the intricacies of Asian business and information technology integration in the Asian business sector.

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