

Rowley / Warner

Globalization and Competitiveness

Big Business in Asia

This book evaluates the evolution of 'Big Business in Asia', as we enter the new millennium. It focuses on recent issues affecting large corporations, both indigenous and foreign owned, such as multinational companies and international joint ventures, as well as on key events such as the Asian Crisis and its aftermath, China's entry into the WTO, the recent downturn in the world economy and the onset of SARS. A special issue of the journal Asia Pacific Business Review.

Evaluating the evolution of 'Big Business in Asia' as we enter the new millennium, this text explores recent issues affecting large corporations along with key events. A special issue of the Asia Pacific Business Review.



187,50 €

187,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415360067

Medium: Buch

ISBN: 978-0-415-36006-7

Verlag: Routledge

Erscheinungstermin: 12.05.2005

Sprache(n): Englisch

Auflage: 1. Auflage 2005

Produktform: Gebunden

Gewicht: 587 g

Seiten: 280

Format (B x H): 161 x 240 mm

