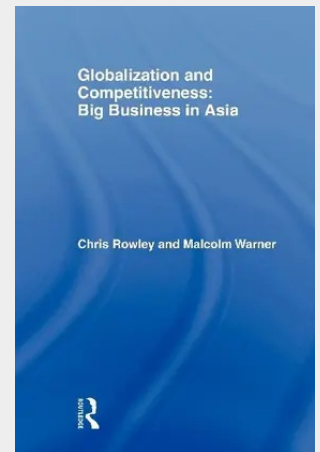


Globalization and Competitiveness

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.

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.



65,60 €

65,60 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415568302

Medium: Buch

ISBN: 978-0-415-56830-2

Verlag: Routledge

Erscheinungstermin: 30.09.2009

Sprache(n): Englisch

Auflage: 1. Auflage 2009

Produktform: Kartoniert

Gewicht: 430 g

Seiten: 280

Format (B x H): 156 x 234 mm

