

Global Business Today Asia Pacific Edition

Focuses on the activities of nongovernmental research institutions, foundations, and philanthropic organizations in fifteen Asia Pacific countries (Australia, Canada, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, United States, and Vietnam).

This text has a world-wide orientation with emphasis on the strategic issues that impact the operation of global business in our region. There is tight and integrated flow between chapters, with strong focus on managerial implications.

Published in 1998, this book examines the challenges and opportunities for international business and trade in the Asia-Pacific region, highlighting the dynamic and complexities of the region.

Internationalization and Managing Networks in the Asia Pacific consists of theories and analysis in sections that are related to network management, the power of business networking and the significance and role that business networking plays in propelling organizations towards international business, especially in Asia. Moreover, it includes stakeholder theory and applications of relevant theories to assist in identifying key stakeholders in the ASEAN Economic Community (AEC). The first section contains various fascinating headings, such as analysis of stakeholders' needs, negotiation techniques with stakeholders, relationship management with stakeholders and the role of network management in expanding international business within Asia. The second section emphasizes internationalization theories and empirical evidence with case studies of Asian multinational companies that have succeeded in expanding abroad, such as Singaporean, Taiwanese, Thai, Malaysian and Indonesian companies. These help provide guidelines of analysis for the adaptations these companies made to internationalize successfully, market penetration strategies used for the AEC and international expansion of Asian companies across countries in Asia and other continents. In addition, an included debate provides information on the applications of business networking and internationalization theories, best practices and development policy recommendations, along with a discussion of the role of the public sector in supporting overseas expansion of the private sector. Consists of two interesting and important topics about network management and internationalization Focuses on the role of Asian companies, including international activities Includes case studies and empirical evidence from works by researchers and experts on network management and international business expansion Provides policy advice to the public sectors within Asia on formulating and implementing policies Offers insight into the role of the public sector in supporting international business activities of the private sector

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.

The economic crisis of 1997 called East Asia's economic miracle into question and generated widespread criticism of the region's developmental models. However, the crisis did little to alter the growing economic integration of American, Japanese and Chinese firms who have created cross-border production networks. This book addresses the changing nature of high-tech industries in Asia, particularly in the electronics sector, where such networks are increasingly designed to foster and to exploit the region's highly heterogenous technology, skills and know-how.

First comparative study of women judges in the Asia-Pacific based on empirical socio-legal research.

All business is global today in the wake of reduced trade barriers and advancements in technology, transportation and the internet. With these new and exciting possibilities come challenges and risks that require a better understanding of international business. Global Business Today: Asia-Pacific Perspective 4e is designed to help businesses in this rapidly changing environment.

The balancing of competing interests and goals will have momentous consequences for Japan—and the United States—in their quest for economic growth, social harmony, and international clout. Japan and the United States face difficult choices in charting their paths ahead as trading nations. Tokyo has long aimed for greater decisiveness, which would allow it to move away from a fragmented policymaking system favoring the status quo in order to enable meaningful internal reforms and acquire a larger voice in trade negotiations. And Washington confronts an uphill battle in rebuilding a fraying domestic consensus in favor of internationalism essential to sustain its leadership role as a champion of free trade. In *Dilemmas of a Trading Nation*, Mireya Solís describes how accomplishing these tasks will require the skillful navigation of vexing tradeoffs that emerge from pursuing desirable, but to some extent contradictory goals: economic competitiveness, social legitimacy, and political viability. Trade policy has catapulted front and center to the national conversations taking place in each country about their desired future direction—economic renewal, a relaunched social compact, and projected international influence. *Dilemmas of a Trading Nation* underscores the global consequences of these defining trade dilemmas for Japan and the United States: decisiveness, reform, internationalism. At stake is the ability of these leading economies to upgrade international economic rules and create incentives for emerging economies to converge toward these higher standards. At play is the reaffirmation of a rules-based international order that has been a source of postwar stability, the deepening of a bilateral alliance at the core of America's diplomacy in Asia, and the ability to reassure friends and rivals of the staying power of the United States. In the execution of trade policy today, we are witnessing an international leadership test dominated by domestic governance dilemmas.

This volume represents research on a selection of key issues in international business in the Asia-Pacific region. In particular the contributors examine the internationalization process, export expansion and performance, foreign direct investment and the management of international business relationships. More specifically, they analyze: the growth patterns of Danish and US companies developing operations in the region; the impact of the Internet, the competitiveness of the Australian wine industry, and the development and application of export performance measures; the factors influencing the location decisions of Japanese Multinational Enterprises (MNEs) and the investment risk

perceptions of Australian MNEs; the multinational knowledge acquisition modes of Taiwanese electronics firms; the protection of intellectual property rights; the use of performance measures in international joint ventures; the human resource management practices of ethnic Chinese-owned enterprises compared to Anglo-American MNEs.

Global Business Today Irwin Professional Pub

A collection of papers that discusses developments in the global movements of people, goods, services, and information in the Asia-Pacific region.

Discussions on the global economy focus on the hyper-mobility of capital, the possibility of instantaneous transmission of information and money around the globe, the centrality of information outputs to our economic systems and emphasise the neutralisation of geography and of places. What is ignored, however, is that even the most advanced information industries need a material infrastructure of buildings and work processes, and considerable agglomeration, in order to operate in global markets. Further, the globalisation of economic activity has brought with it not only a vast dispersal of offices and factories, but also a growing importance of central functions to manage and coordinate such worldwide networks of activities. The development of global urban projects is one manifestation of this move towards centrality in urban situations. These large-scale urban projects are the result of governments' seeking competitive advantage in the global economy. They are critical components of a nation's global infrastructure. In the booming economies of the Asia Pacific Rim prior to the Asian Economic Crisis these urban developments were seen as key components of national economic policies. In their making they require a conscious effort to arrange material infrastructure and reinforce that there is a role for urban design in this making. *Emerging Urbanity* is an exploration of this role in nine global urban projects in the Asia Pacific Rim.

'Dent and Dosch have put together a superb volume that explores new dimensions of the world events for the past five decades and take decrypting the processes of regionalism, global system, and world society to a new height. The contributors have enhanced our understanding of how regionalism has been changing, when a world society will be created, and why East Asia's centrality matters in this unfolding drama. Policymakers, academics, and mass media opinion makers will find the book useful, provocative, and refreshing.' – Eul-Soo Pang, Institute of Southeast Asian Studies, Singapore Ever since the Asia-Pacific transformed from an 'institutional desert' into one of the most networked areas in the world, questions of the region's future and the future of the global system have become closely intertwined. This volume explores the key issues of regional co-operation, economic and political integration, security relations and international affairs within and across the Asia-Pacific. The expert contributors shed critical light on how significant developments are impacting on the global system. In particular, they consider emerging forms of global governance, and how the Asia-Pacific as a region, individual countries such as China, Japan, South Korea and the US, and regional organisations and forums like APEC are shaping the world. Uniquely, the discussion is not limited to East Asia but also takes Latin America prominently into the equation. This timely book will prove to be a stimulating read for academics, students, researchers and policymakers with an interest in Asian studies, development and agriculture, economics, international studies.

In evaluating the idea of "Asia Pacific," the book shifts our focus from abstract relationships between capital and commodities to the human interactions that have played a formative part in the region's constitution. The contributors agree that it is these interactions that constitute the region, rather than the physical boundaries of the Pacific. Discover success in global business today with the most strategic approach to international business topics and unique coverage not found in other books. *GLOBAL BUSINESS*, 4th Edition, is the first global business book that answers the big question, What determines the success and failure of firms around the globe? Globally renowned scholar and author Mike Peng integrates both an institution-based view and resource-based view throughout every chapter, bringing an unparalleled continuity and strategic approach to the learning process. The book combines an inviting, conversational style with the latest research and examples that reflect the most recent global developments. A wealth of business cases from Mike Peng and other respected international experts delve into how companies throughout the world have expanded globally. All-new video cases that cover every chapter's opening case and closing case, world maps that connect geography and culture to business decisions, and unique global debate sections that draw you into cutting-edge international discussions help you learn to think independently and view business challenges from a truly global perspective. With *GLOBAL BUSINESS*, 4th Edition, you view business through the eyes of a true world citizen and gain the understanding you need to become an effective manager within today's global business landscape. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Replete with case studies, *Waking the Asian Pacific Cooperative Potential* applies a novel theoretical framework to aid in understanding meaningful change in cooperative firms, mutual firms, collectives, and communes, focusing in particular on the underexamined Asia Pacific region. It explores the common, albeit competing, objectives of transformational cooperatives that deliver a range of social benefits and corporative coops where the cooperative exhibits the characteristics of a competitive investor firm. The book provides examples of successful cooperatives in eleven countries across the Asia Pacific and reviews the theoretical framework of cooperatives, including issues pertaining to socio-economic, politico-legal, and domestic and international factors. *Waking the Asian Pacific Co-operative Potential* provides early-career researchers and graduate students with a systematic resource of cooperatives in the Asia Pacific, highlighting core lessons from case studies regarding the ideal role of cooperatives in a modern economy and on the enabling factors of the role of the state, the market potential for scale-up, the mitigation of poverty, and civil society. Provides numerous case studies drawn from successful co-operative organizations across the Asia Pacific region Advances a theoretical framework to help readers access and understand the reasons for co-operative success in the Asia Pacific region Develops tools for practitioners to establish effective co-operatives and restructure them to optimal goals

From the war on terror to the rise of China, this book unlocks the major strategic themes and security challenges of the early

twenty-first century. Strategy and Security in the Asia-Pacific provides the analytical frameworks needed to make sense of this complex but exciting strategic universe. Offering a unique mix of global strategic thinking and Asia-Pacific security analysis, this book is for readers from Sydney to Seoul who want to put their own local security challenges in a wider regional and global context. It is also for North American and European readers requiring an understanding of the dynamic security developments in the Asia-Pacific region around which so much of global strategy is increasingly based. The really vital questions facing the international community are dealt with here: Why do governments and groups still use armed force? Has warfare really changed in the information age? Why should we be concerned about non-traditional security challenges such as water shortages and the spread of infectious disease? Is a great clash imminent between the United States and China? What are the prospects for peace on the Korean peninsula and between India and Pakistan? Can Southeast Asia survive the challenges of transnational terrorism? What does security mean for the Pacific island countries and for Australia and New Zealand? With contributions from leading commentators and analysts, Strategy and Security in the Asia-Pacific offers a comprehensive and authoritative introduction to the field.

The new, fully updated second edition of The New Global Politics of the Asia Pacific builds on its coherent framework for understanding the complex international and global politics of the Asia Pacific. The textbook provides an introductory guide for the main frameworks needed to understand the region (realism, liberalism, critical theory), which is reader-friendly while still offering sophisticated competing interpretations. Key content includes: the US in the Asia Pacific; China and Japan in the Asia Pacific; Southeast Asia in the Asia Pacific; India in the Asia Pacific; Russia in the Asia Pacific; Australia in the Asia Pacific; Europe in the Asia Pacific; globalization, regionalism and political economy; Asian values, democracy and human rights; transnational actors; region security order and the impact of terrorism on the region. A highly topical account, which provides an overview of the main actors, institutions and contemporary issues such as security, terrorism and transnational actors, the book is required reading for undergraduate students of Asian studies, international politics, and anyone interested in the region.

The increasing dominance of the Asia-Pacific region as a source of international business growth has created a dynamic and complex business environment. For this reason, a sound understanding of regional economies, communities and operational challenges is critical for any international business manager working in a global context. With an emphasis on 'doing business in Asia', Contemporary International Business in the Asia-Pacific Region addresses topics that are driving international business today. Providing content and research that is accessible to local and international students, this text introduces core business concepts and comprehensively covers a range of key areas, including trade and economic development, dimensions of culture, business planning and strategy development, research and marketing, and employee development in cross-cultural contexts. Written by authors with industry experience and academic expertise, Contemporary International Business in the Asia-Pacific Region is an essential resource for students of business and management.

The success of western business in the Asia Pacific region depends to a large degree on the capacity of western firms to learn new approaches to doing business in the region and to adopt new styles of management practice, business operations, and strategy. Business in Asia Pacific seeks to address this need by providing a useful insight into the international business opportunities and a guide to strategic management, decision-making, and business operations in the region in the wake of the economic crisis of 1997. El Kahal brings together an account of the Asia Pacific business environment with an analysis of management styles and decision-making techniques. The book begins with an analysis of the Asian economic miracle and of the crisis of the late 1990s, including a country by country review of all the region's major economies in the aftermath of the crisis. Part II then goes on to investigate the socio-cultural bases of the Asia Pacific management environment, focusing in particular on the cases of Japan, South Korea, and China. This is followed by an analysis of post-crisis strategies for companies doing business in Asia Pacific and of the most effective ways of establishing markets in the region. The book concludes with an entire section of detailed case studies illustrating the experiences of a number of major multinationals in doing business in the region, including Daewoo, Wal-Mart, Nike, Land Rover, and Samsung. Using a variety of learning aids, including case materials, end of chapter review questions, and group project materials, Business in Asia Pacific helps the student to take a more active approach to studying this popular and important topic and as such will be invaluable reading for all students of business and management with an interest in this fast-growing region of the world economy.

This book demonstrates the integral nature of gendered issues and feminist frameworks for a comprehensive understanding of contemporary IR bringing together the work of feminist scholars, teachers and activists into a coherent and accessible collection. The Pacific, long a source of fantasies for EuroAmerican consumption and a testing ground for the development of EuroAmerican production, is often misrepresented by the West as one-dimensional, culturally monolithic. Although the Asia/Pacific region occupies a prominent place in geopolitical thinking, little is available to readers outside the region concerning the resistant communities and cultures of Pacific and Asian peoples. Asia/Pacific as Space of Cultural Production fills that gap by documenting the efforts of diverse indigenous cultures to claim and reimagine Asia/Pacific as a space for their own cultural production. From New Zealand to Japan, Taiwan to Hawaii, this innovative volume presents essays, poems, and memoirs by prominent Asia/Pacific writers that resist appropriation by transnational capitalism through the articulation of autonomous local identities and counter-histories of place and community. In addition, cultural critics spanning several locations and disciplines deconstruct representations--particularly those on film and in novels--that perpetuate Asia/Pacific as a realm of EuroAmerican fantasy. This collection, a much expanded edition of boundary 2, offers a new perception of the Asia/Pacific region by presenting the Pacific not as a paradise or vast emptiness, but as a place where living, struggling peoples have constructed contemporary identities out of a long history of hegemony and resistance. Asia/Pacific as Space of Cultural Production will prove stimulating to readers with an interest in the Asia/Pacific region, and to scholars in the fields of Asian, American, Pacific, postcolonial, and cultural studies. Contributors. Joseph P. Balaz, Chris Bongie, William A. Callahan, Thomas Carmichael, Leo Ching, Chiu Yen Liang (Fred), Chungmoo Choi, Christopher L. Connery, Arif Dirlik, John Fielder, Miriam Fuchs, Epeli Hau'ofa, Lawson Fusao Inada, M. Consuelo León W., Katharyne Mitchell, Masao Miyoshi, Steve Olive, Theophil Saret Reuney, Peter Schwenger, Subramani, Terese Svoboda, Jeffrey Tobin, Haunani-Kay Trask, John Whittier Treat, Tsushima Yuko, Albert Wendt, Rob Wilson This monograph uses the national pavilions of the Venice Biennale as a vehicle to examine the development of international contemporary art trends within the Asia-Pacific region, including Australia, Japan and Korea and 16 additional national entities who have had less continuous participation in this global art event. Analysing both the spatial and visual representation of contemporary art presented at the Venice Biennale and incorporating the politics behind national selections, this monograph

provides insights into a range of important elements of the global art industry. Areas analysed include national cultural trends and strategies, the inversion of the peripheral to the centre stage of the Biennale, geopolitics in gaining exhibition space at the Venice Biennale, curatorial practices for contemporary art presentation and artistic trends that seek to deal with major economic, cultural, religious and environmental issues emerging from non-European art centres. This monograph will be of interest to scholars in art history, museum studies and Asia-Pacific cultural history.

Focusing on the Asia-Pacific region, which in recent years has been the engine of global economic growth, this volume surveys trends and prospects in technical and vocational education and training (TVET) with particular reference to achieving inclusive growth and the greening of economies. Underlying the increasing pressure for new models of TVET provision is the rapid pace of technological change, demand for a work force which is highly responsive to evolving needs and a transforming market place that calls for higher order skills and lifelong learning. The book proposes a re-engineered, modernized TVET system that fosters an innovative approach which enhances the employability of workers as well as the sustainability of their livelihoods. The book includes contributions from leading policy makers, researchers, and practitioners, including those in the private sector in analyzing and forecasting the most urgent priorities in skills development. The book argues for creative approaches to TVET design and delivery particularly with a view to improve job prospects, and meeting the goals of inclusion, sustainable development and social cohesion. Addressing issues such as the chronic mismatches between skills acquired and actual skills required in the work place, the volume proposes diversified approaches towards workforce development and partnerships with the private sector to improve the quality and relevance of skills development. The new imperatives created by 'greening' economies and responses required in skills development and training are addressed. Developing TVET is a high priority for governments in the Asia Pacific region as they seek to achieve long-term sustainable growth since the continued success of their economic destinies depend on it. The volume also includes an emerging framework for skills development for inclusive and sustainable growth in the Asia and Pacific region.

The continual rise of English as a global lingua franca has meant that English literature, both as a discipline and as a tool in ESL and EFL classrooms, is being used in varied ways outside the inner circle of English. This edited collection provides an overview of English literature education in the Asia-Pacific in global times, bringing to international attention a rich understanding of the trends, issues and challenges specific to nations within the Asia-Pacific region. Comprising contributions from Australia, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore and Vietnam, the collection addresses the diversity of learners in different national, cultural and teaching contexts. In doing so, it provides insights into historical and current trends in literature education, foregrounds specific issues and challenges in policymaking and implementation, presents practical matters concerning text selection, use of literature in the language classroom, innovative practices in literature education, and raises pressing and important questions about the nature, purpose and importance of literature education in global times.

This book examines the vital nature of the subject of leadership in Asia and looks, in particular, at the processes and practices within the Asia Pacific region. It describes how leadership processes differ across various regions and teaches managers how to better employ these processes in order to improve the success of their organisations. The work moves beyond looking only at Western ideas and explores further leadership perspectives based on differing cultural foundations. It considers the influences of Confucianism, Daoism, Mohism and Legalism and also reflects the character of different leadership styles, such as paternalistic, benevolent transactional and transformational styles, as well as authentic and entrepreneurial approaches. Throughout the text, a wide range of international contributors adopt an array of leadership and other theories, cases, sectors and methods to discuss leadership in Asia. This book was originally published as a special issue of the Asia Pacific Business Review.

This book explores the importance of strategy and how to make it work in an environment characterised by constant change. With a specific focus on the Asia Pacific region, anticipated to become the epicentre of global economic activity, it offers insights into the optimisation of economic potential and social cohesion enabled by leaders, which is crucial to the global economy and living standards. It highlights sound foresight, strategic thinking and innovation as the critical underpinnings of successful business and provides a comprehensive guide to combining practice and theory to ensure successful strategies, from formulation to execution. The book also builds on the concepts of change, the purpose of business, foresight, strategic thinking, strategic planning and innovation to present a holistic view of how these essential elements can be integrated in practice. Combined with a special contribution by Chaly Mah, the CEO of Deloitte Asia Pacific, the book carefully balances professional and academic insights to optimally benefit its readers and will be of interest to industry practitioners, researchers and students alike.

A comprehensive primer to the ongoing Asian economic miracle provides a detailed account of the steps taken by Asia-Pacific economic powerhouses to recover from the collapse of the 1990s and re-emerge strong, evaluating each country's strategy for economic success, as well as the performance of major corporations in the region.

The growing economic and political significance of Asia has exposed a tension in the modern international order. Despite expanding power and influence, Asian states have played a minimal role in creating the norms and institutions of international law; today they are the least likely to be parties to international agreements or to be represented in international organizations. That is changing. There is widespread scholarly and practitioner interest in international law at present in the Asia-Pacific region, as well as developments in the practice of states. The change has been driven by threats as well as opportunities. Transnational issues such as climate change and occasional flashpoints like the territorial disputes of the South China and the East China Seas pose challenges while economic integration and the proliferation of specialized branches of law and dispute settlement mechanisms have also encouraged greater domestic implementation of international norms across Asia. These evolutions join the long-standing interest in parts of Asia

(notably South Asia) in post-colonial theory and the history of international law. The Oxford Handbook of International Law in Asia and the Pacific brings together pre-eminent and emerging specialists to analyse the approach to and influence of key states of the region, as well as whether truly 'Asian' trends can be identified and what this might mean for international order.

This volume examines the economic, political, social and environmental challenges facing rural communities in the Asia-Pacific region, as global issues intersect with local contexts. Such challenges, from climatic change and volcanic eruption to population growth and violent civil unrest, have stimulated local resilience amongst communities and led to evolving regional institutions and environment management practices, changing social relationships and producing new forms of stratification. Bringing together case studies from across mainland Southeast Asia and the Island Pacific, an expert team of international contributors reveal how communities at the periphery take charge of their lives, champion the virtues of their own local systems of production and consumption, and engage in the complexities of new structures of development that demand a response to the vacillations of global politics, economy and society. Inherent in this is the recognition that 'development' as we have come to know it is far from over. Each chapter emphasizes the growing recognition that ecological and environmental issues are key to any understanding and analysis of structures of sustainable development. Providing diverse multidisciplinary theoretical and empirical perspectives, *Environment, Development and Change in Rural Asia-Pacific* makes an important contribution to the revitalization of development studies and as such will be essential reading for scholars in the field, as well as those with an interest in Asia-Pacific studies, economic geography and political economy.

Charles Hill's *Global Business Today, 4e (GBT)* has become an established text in the International Business market for its excellent but concise coverage of the key global issues including the cultural context for global business, cross-border trade and investment, the global monetary system and competition in the global environment. GBT's concise chapters give a general introduction to international business - emphasizing the environmental factors, with less coverage of operations. Charles Hill is renowned for his attention to research trends and that is evident in *Global Business Today, 4e* through a variety of real world examples and cases from small, medium, and large companies throughout the world

Soon after the American Revolution, certain of the founders began to recognize the strategic significance of Asia and the Pacific and the vast material and cultural resources at stake there. Over the coming generations, the United States continued to ask how best to expand trade with the region and whether to partner with China, at the center of the continent, or Japan, looking toward the Pacific. Where should the United States draw its defensive line, and how should it export democratic principles? In a history that spans the eighteenth century to the present, Michael J. Green follows the development of U.S. strategic thinking toward East Asia, identifying recurring themes in American statecraft that reflect the nation's political philosophy and material realities. Drawing on archives, interviews, and his own experience in the Pentagon and White House, Green finds one overarching concern driving U.S. policy toward East Asia: a fear that a rival power might use the Pacific to isolate and threaten the United States and prevent the ocean from becoming a conduit for the westward free flow of trade, values, and forward defense. *By More Than Providence* works through these problems from the perspective of history's major strategists and statesmen, from Thomas Jefferson to Alfred Thayer Mahan and Henry Kissinger. It records the fate of their ideas as they collided with the realities of the Far East and adds clarity to America's stakes in the region, especially when compared with those of Europe and the Middle East.

Encompassing China, Japan, South Korea and Southeast Asia, extending to Australasia and connecting with South Asia, the Asian-Pacific Rim forms the world's most dynamic economic region. Comprehending the region's logistical structure and its institutio

The Asia-Pacific region has witnessed a rapid rise in bilateral preferential trade agreements at the beginning of the twenty-first century. This trend could have potentially dramatic effects on the trading patterns of countries in the transpacific region and beyond. Some argue that these accords will spur multilateral negotiations, while others believe that they will irreparably damage the trading system. *Bilateral Trade Agreements in the Asia-Pacific* examines the underlying political and economic factors driving these accords, based on a novel theoretical framework. Experts then provide overviews of political and economic trends in the region as well as detailed analysis of the trade strategies of Japan, China, Singapore, South Korea, Malaysia, Taiwan, Thailand, the United States and Mexico. By systematically evaluating and assessing the driving forces underlying the turn to bilateral trade agreements in the Asia-Pacific, this book provides the first comprehensive analysis of this crucial phenomenon. Growing numbers of countries both in the region and elsewhere in the world are now considering further negotiation of bilateral trade accords. Understanding how these arrangements will fit or conflict with existing institutions in the Asia-Pacific and the WTO makes this book imperative reading for policy-makers and scholars.

Dynamics of International Business: Asia-Pacific Business Cases brings the challenges and complexities of the contemporary international business environment into the classroom. These authentic case studies, based on recent research and events, enable students to engage with the economic, social, political and intercultural factors that impact on international business and understand how these factors are addressed in the real world. Designed to facilitate a problem-based learning approach, the cases in this book:

- draw on a diverse range of businesses and industries – from seafood to video games to renewable energy
- illustrate fundamental themes and concerns within global business, including ethics, sustainability, emerging markets and cultural and legal differences
- span many countries across the Asia-Pacific region
- include discussion questions that encourage students to apply international business theory in the context of realistic scenarios
- include references and suggestions for further reading.

Extra resources for instructors, including case synopses and learning objectives, are available on the companion website at www.cambridge.edu.au/academic/internationalbusiness.

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