

Services Marketing An Asia Pacific Perspective Hardcover

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international business an asia pacific perspective second edition provides a unique exploration of the topic of international business it examines decisions relevant to managers in internationalizing and multinational firms operating in the asia pacific region its uniqueness stems from the cutting edge conceptual material that underlies the decision making frameworks in the text and in the numerous asian company examples and illustrations users of this text examine such essential topics as the measurement and analysis of the cultural political and economic dimensions of the international environment the formation of internationalization strategies including entry mode choice and strategic alliances the analysis of the competitive implications of multinational firms and business groups multinational subsidiary and expatriate management and the management of ethical issues

this study brings together asian and asia based experts of international relations and u s foreign policy to present diverse asian views about preferred modes of u s engagement in the region and compare their views with u s interests in the region a prerequisite exercise to truly multilateral regional security governance with the rise of chinese power in absolute and relative terms over the next decades as a key driving factor of the international relations in the asia pacific the united states has announced its rebalance to asia previously referred as pivot

to asia strategy asian responses perceptions and even interpretations of the u s strategy have been diverse misconceptions of the u s strategy can be attributed to the built in contradictions among its objectives deliberate ambiguities left by the architects of the strategy mismatch between the stated strategy and actual policy implementations during the last three years and subjective reading by the asian countries through the lens of their own interests this book will illuminate the diversity of asian responses and perceptions and analyze the underlying reasons of the diversity the overarching framework of analysis for this book is the very dilemma of alliances abandonment and entrapment which hedging aims at evading abandonment fear is primarily of the junior partner of an alliance that its senior partner may not come to its aid in crisis meanwhile entrapment fear works both ways the united states may drag its allies into its conflict against a third party but u s allies may also drag the united states into their regional conflicts in which the united states has no direct or significant stake the asian choices of their strategic responses to the u s rebalancing will be described and analyzed through the lens of the perceived balance between the abandonment and entrapment fears as well as other historical and domestic factors unique to each asian country the reading of the u s strategy by asian countries is a subjective matter and their interests likely influence their analysis and consequently strategies it is not the aim of this volume to establish well defined cause and effect chain between the u s strategy and asian strategies but thick descriptions have enabled some chapter authors to identify reciprocal relations between the two while china s growth is the most important driver of the changing strategic landscape in the asia pacific and the new u s strategy the new u s strategy inevitably influence the chinese strategy which in turn triggers a chain reaction of strategic revisions in asian countries this book is essential reading for scholars in asian politics u s foreign policy international relations as well as for policy makers

international marketing 6e is written from a wholly australasian perspective and covers issues unique to local marketers and managers looking towards the asia pacific region the european union and beyond it presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises mnes as well as small and medium scale enterprises smes mainly exporters which make up the vast bulk of firms involved in international business in the australasian region international marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

the book analyses the knowledge beliefs and behaviours that comprise the environmental attitudes of young people in the asia pacific region and the cultural political and educational contexts that have shaped them the findings are based upon a questionnaire survey of over 10 000 young people together with focus group studies in india south china japan thailand singapore hong kong brunei indonesia australia new zealand fiji and the west coast of the usa

u s engagement in the asia pacific shows how asian countries have responded to the evolving strategic dynamics in their region but also their proactive efforts at shaping their regional environment according to their respective interests

a comprehensive text developed by australian authors to reflect the needs of marketers and managers in the asia pacific region as this is the major focus of their international business activities

the asia pacific region has been experiencing rapid development in the past 30 years and issues relating to sustainable development will become increasingly important in the coming decades this comprehensive overview presents sustainable development from the perspectives of asia and the pacific with contributions from more than 70 leading international experts the first part focuses on the theories and practices of sustainable development including national and regional perspectives as well as international policies and law concerning climate change the second part highlights the challenges and opportunities of sustainable development and poverty reduction amid the changing ecological social cultural economic and political environment in this region these include issues such as the importance of science for sustainable development and related areas including sustainable energy stratospheric ozone depletion climate change land use change biodiversity and disaster risk reduction the volume is an invaluable reference for all researchers and policy makers with an interest in sustainable development

today's world is more interconnected and interdependent than ever before within the context of globalisation and the associated increased contact between diverse groups of people the psychology of culture is more relevant than ever asia pacific perspectives on intercultural psychology brings together leading researchers from 11 countries to show

this book responds to the need to explore the multitude of interconnected factors causing displacements that compel people to move within their homelands or traverse various borders in the contemporary world that is characterised by extensive and rapid movements of people it addresses this need by bringing together historical and contemporary accounts and critical examinations of the displaced by articulating the commonalities in their lived experiences it accomplishes the task of charting a new path in displacement studies by offering a number of studies from interdisciplinary and diverse methodological approaches comprising ethnographic and qualitative research and literary interpretations to emphasise that although the forms and conditions of mobility are highly divergent individual experiences of displacement and placelessness offer a critical challenge to the artificial categorisations of people's movements each chapter adds insights into the different configurations of displacement and placement and offers fresh interpretations of migration and dislocation in today's rapidly changing world the contributors critically examine a variety of displacement processes and experiences in the context of war tourism neoliberal policies of development and the impact of various agro forestry policies they focus on a range of countries enabling a thorough comparative analysis in terms of scope and range of examples and methods of analysis this book makes an original contribution to the growing body of literature on displacement and will appeal to a wide readership including advanced undergraduates and graduate students and professors in disciplines such as human geography development studies sociology and anthropology regional studies and comparative impact assessment

in recent years the slogan women's rights are human rights has become a central claim of the global women's movement human rights and gender politics examines the critical issues raised by this embracing and expansion of the human rights discourse by feminists world wide through detailed case studies drawn from the asia pacific region this book explores the tensions between an apparently universalizing discourse of human rights and increasing awareness of the complexities of women's politics of difference it questions how feminists negotiate controversial issues such as rights and cultural relativism and argues for an increased focus on the ways in which human rights claims are embedded in highly specific local contexts histories and struggles

this book is the first in a series of volumes focused on publishing the latest thinking and findings from project management research it concentrates on the asia pacific perspective and draws from conference papers presented at the international project management association ipma world congress held in brisbane australia in 2011 as well as the australian institute of project management national conference held in melbourne australia in 2012 contributors to this book consist of both academics and practitioners and represent the latest developments in australia the netherlands russia the united kingdom and the united states of america the essays brought together here focus on the themes of project management maturity governance programme and portfolio management and methods tools and techniques the book concludes with two papers that explore the future implications for the project management profession

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