Handbook of Research on Asian Business

The rise of Asia as an important region for global business has been widely recognized as one of the most significant economic phenomena in the new millennium. This accessible and comprehensive Handbook brings together state-of-the-art reviews of Asian business in an expansive range of areas including:

• business organizations
• strategy management
• marketing
• state-business relations
• business and development
• business policy issues.

It is argued that whilst academic studies of Asian business have been in existence for over two decades, there is relatively little systematic integration of our knowledge and research on Asian business. The contributors, drawn from a variety of disciplines within the social sciences, aim to redress the balance with their lively, cutting-edge discussion.

Serving as a timely overview of more than two decades of scholarly research, this Handbook will be warmly welcomed by academics, students and researchers interested in Asian business.

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