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Given the rise of Asia in the global economy in recent decades, it is important to understand the uniqueness of Asian business. This book first introduces the core strategies prevalent in Western business, and then explains how they can be applied or adapted to Asian business. When necessary, modified or new business models (as developed by the author) are utilized to better explain Asian business. Furthermore, this book deals not just with the theory, but also with practice. Several real-life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy. Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy.

This research volume in honour of the late Daniel Van Den Bulcke, one of the founding fathers of the European Business Academy (EIBA) and a core institution builder of the Academy of International Business (AIB), focuses on conceptual innovations in assessing the impact of institutions on multinational

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enterprise (MNE) strategies.

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.

There is a high demand in our society to adopt emerging technologies in all aspects of business and economic activity. As traditional business practices and economic activity are occurring in a global context, new areas of economic development are being recognized as the key enablers of wealth and income production. International Business Strategy and Entrepreneurship: An Information Technology Perspective discusses innovative solutions to research problems and high performance systems while emphasizing the role of IT and management for sustainable development. This book brings together academics, researchers, entrepreneurs, policy makers and government officers aiming to contribute to the debate of technology related to international business and strategic management.

Business transactions and partnerships across borders have become easier than ever due to globalization

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and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally. *International Business: Concepts, Methodologies, Tools, and Applications* presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate libraries who serve researchers, scholars, business executives and professionals, and graduate-level business students.

Foreign Direct Investment (FDI) studies have evolved as one of the mainstays in business strategy. This book presents a comprehensive perspective on the motivations behind the studies, the effects of FDI, and how it can be utilized and extended to other areas of studies. Written with a global perspective, this book not only touches upon business strategies but also covers government policies toward promoting and attracting FDI for industrial and economic development. The author, with his vast experience in consulting and research projects for multinational companies, international organizations and governments, examines real world business practices of Eastern firms and how they relate to their Western counterparts, thus making this book a valuable and practical reference not only for students, but for practitioners, too. Contents: International Players: From Western Multinationals to Global Firms International Business Strategy: From Trade to FDI The Western Perspective on FDI: From Market Failure to OLI Paradigm The Global Perspective on FDI: From OLI Paradigm to Imbalance Theory FDI Impacts on Country: From Negative to Positive Perspective FDI and Cluster: From Local to Global Link Assessing the Investment Attractiveness: From Theory to Practice Entry Mode Choices:

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From Market Failure to Three Considerations  
Global Citizenship: From Responsibility to Opportunity  
Readership: Policy makers, researchers, professionals, undergraduates and postgraduate students interested in business strategies. Key Features: Unlike conventional FDI theories that focus on acquiring strategic advantages, this book emphasizes to look into both advantages and disadvantages, to expand our view on FDI motivations beyond advantage-seeking FDI studies were done mostly with one-firm based perspective, while this book examines the ecosystem of firms for FDI targets by improving imbalances in firm and industry value chains Whereas FDI effects were mainly analysed concerning economic and regional development, this book suggests that FDI can be a driver for social development as well  
Keywords: Foreign Direct Investment; Cluster; Imbalance Theory; Industrial Eco City Development (IECD)

Bilingual and bicultural scholar Yeng-Seng Goh offers the first in-depth English language analysis of global Chinese, exploring the spread of Chinese beyond China and its emergence as a global language. Approaching the topic from a Singapore perspective, Goh uses this fascinating language ecosystem, with its unique bilingual language policy, as a case study for Chinese language learning. Offering clear insights into the pedagogy of teaching Chinese as an international language (TCIL), this book covers a range of important topics, such as the use of English in the teaching of Chinese, the teaching of Chinese by non-native teachers, information and communications technology in L2 learning and teaching, and the progressive testing of receptive skills. In doing so, it presents a new, integrative approach to the compilation of Chinese learner's dictionaries, an innovative bilingual hybrid model for training TCIL teachers, and a solid theoretical framework for Masters of Arts programmes in TCIL.

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Why is it important to conduct research on the psychology of the Asian consumer? What research themes have already emerged? What are the relevant theories and practical applications based on this research? These are some of the questions and issues addressed in this unique book. With chapters written by experts in their field, *The Psychology of the Asian Consumer* highlights how consumer psychology can contribute to an understanding of Asian consumer behaviour and is especially timely in light of today's global economy and its focus on the Pacific Rim. Chapters are organised around the key concepts of theory and culture and include numerous case studies and practical applications. The book focuses on research summaries that provide readers with important, need-to-know information.

This book explores test adaptation, a scientific and professional activity now spanning all of the social and behavioural sciences. Adapting tests to various linguistic and cultural contexts is a critical process in today's globalized world, and requires a combination of knowledge and skills from psychometrics, cross-cultural psychology and others. This volume provides a step-by-step approach to cross-cultural test adaptation, emphatically presented as a mlang between science and practice. The volume is driven by the first-hand practical experience of the author in a large number of test adaptation projects in various cultures, and is supported by the consistent scientific body of knowledge accumulated over the last several decades on the topic. It is the first of its kind: an in-depth treatise and guide on why and how to adapt a test to a new culture in such a way as to preserve its psychometric value.

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