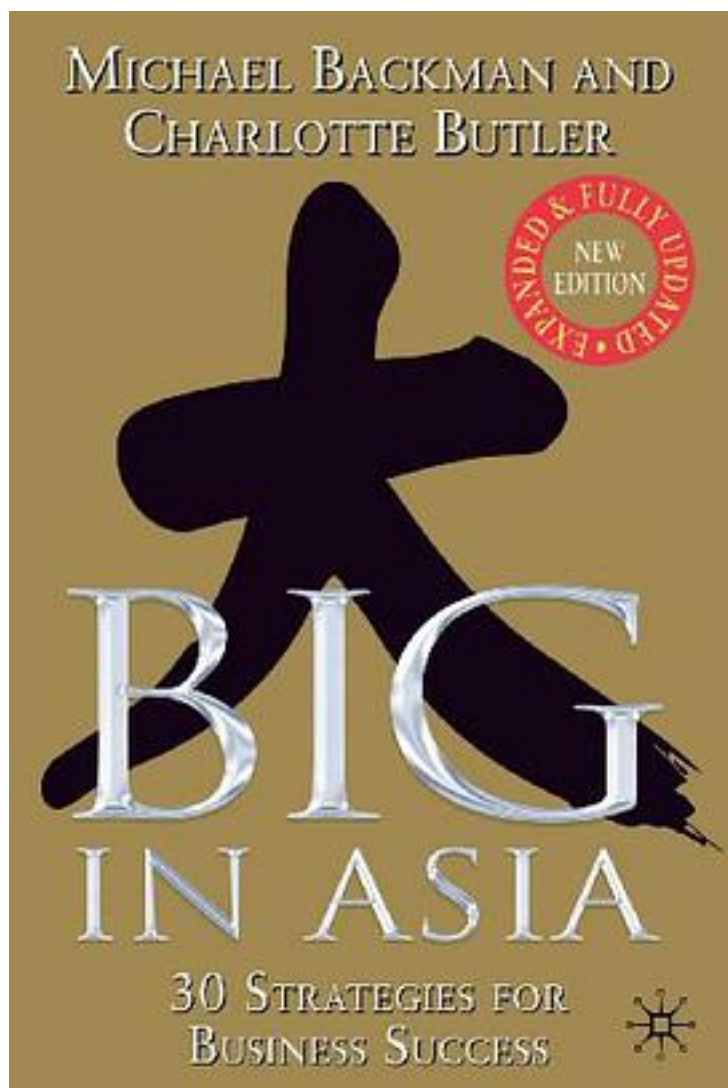


Big in Asia



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Companies operating in post-crisis Asia find themselves confronted by obstacles that hinder development and progress. This book by two analysts identifies the transformation of the competitive landscape in Asia. By focusing on the main difficulties faced by companies, it provides a series of strategies for business success and shows how to avoid failure in Asia. This is a guide for companies who wish to make it big in Asia.

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