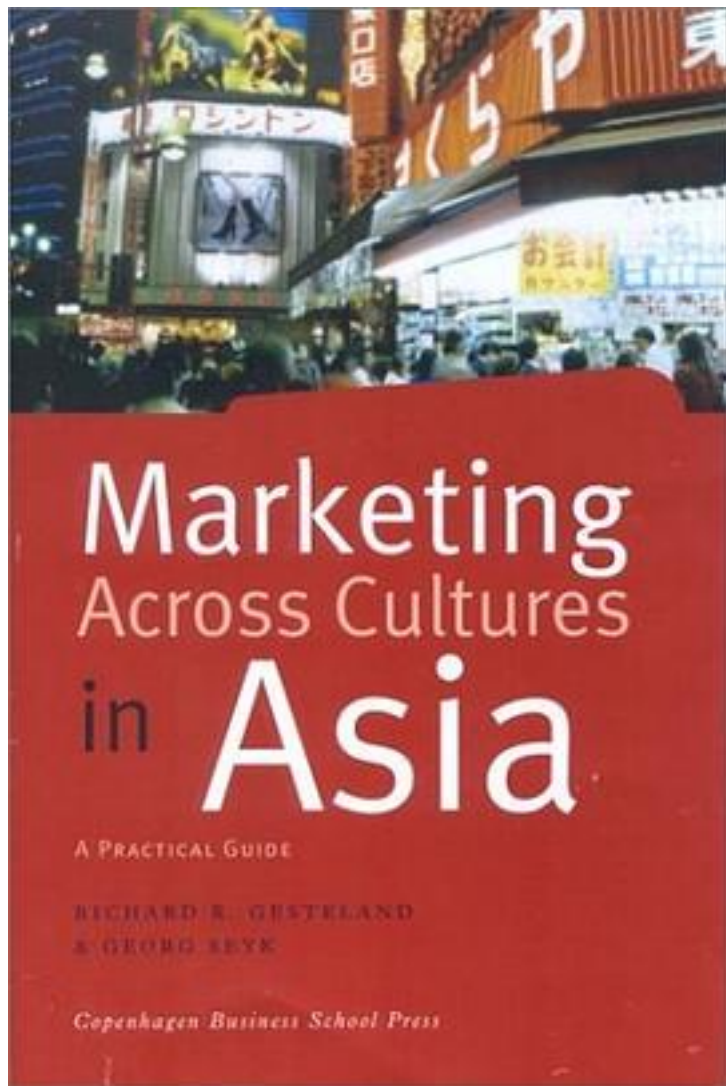


Marketing Across Cultures in Asia



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A practical, step-by-step guide for international marketers who are targeting the challenging markets of the Asia-Pacific region. Packed with useful information and real-world examples, Marketing Across Cultures in Asia is based on the two authors' 35 years of combined hands-on experience of managing, marketing and negotiating in Asia.

Part One offers basic guidelines for marketing in Asia. Critical subjects are discussed that are important to success or failure in the region - including planning, research, product and pricing decisions, legal issues, and contract negotiation. A special focus is made on sales channel alternatives and development - including important selection criteria and management techniques.

Part Two offers international marketers down-to-earth guidance on how to conduct successful negotiations in Japan, South Korea, China, Philippines, Indonesia, Malaysia, Singapore, Thailand, Vietnam, Myanmar, Bangladesh and India. Readers will learn how to build effective relationships with potential business partners, anticipate Asian counterparts' bargaining styles and avoid common negotiating mistakes.

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