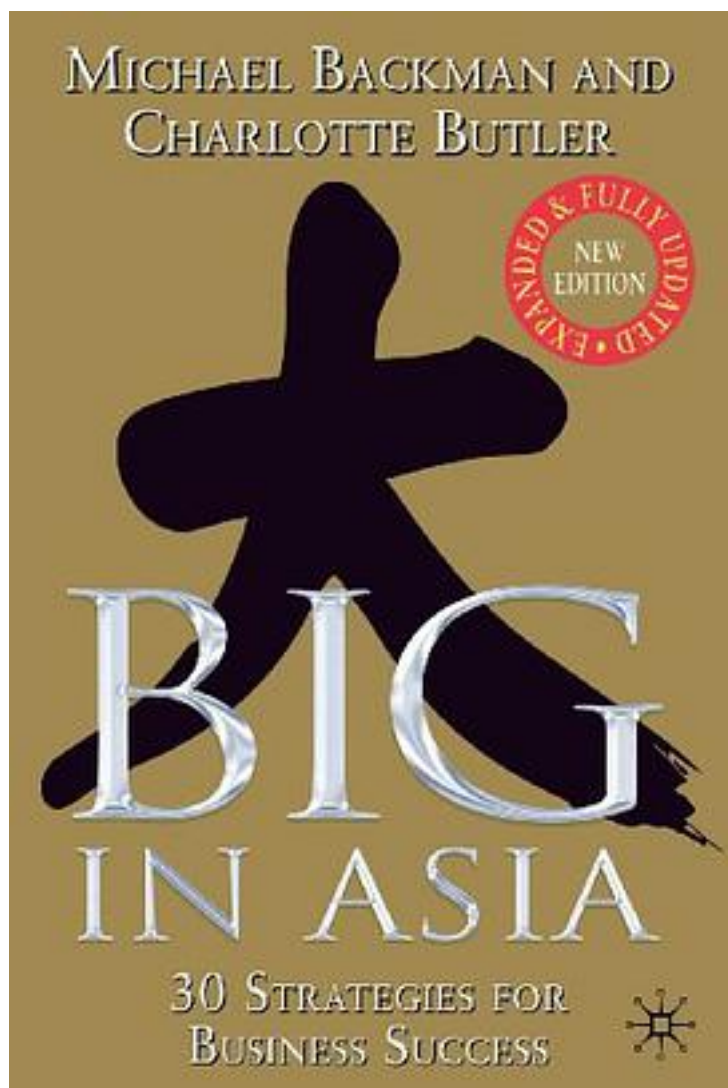


Big in Asia



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著者:Michael Backman; Charlotte Butler

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Book Description

Asia is constantly changing and Bigger in Asia is a completely revised and updated edition of Michael Backman and Charlotte Butler's bestselling book with five additional, entirely new chapters. This book combines management school theory with the grit of Asian corporate realities and is the essential guide for business strategies in Asia. As well as comprehensive updating the new edition includes new chapters on women in Asia, China and India, localisation, outsourcing and building a profile in Asia

Book Dimension

length: (cm)23.1 width:(cm)15.8

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