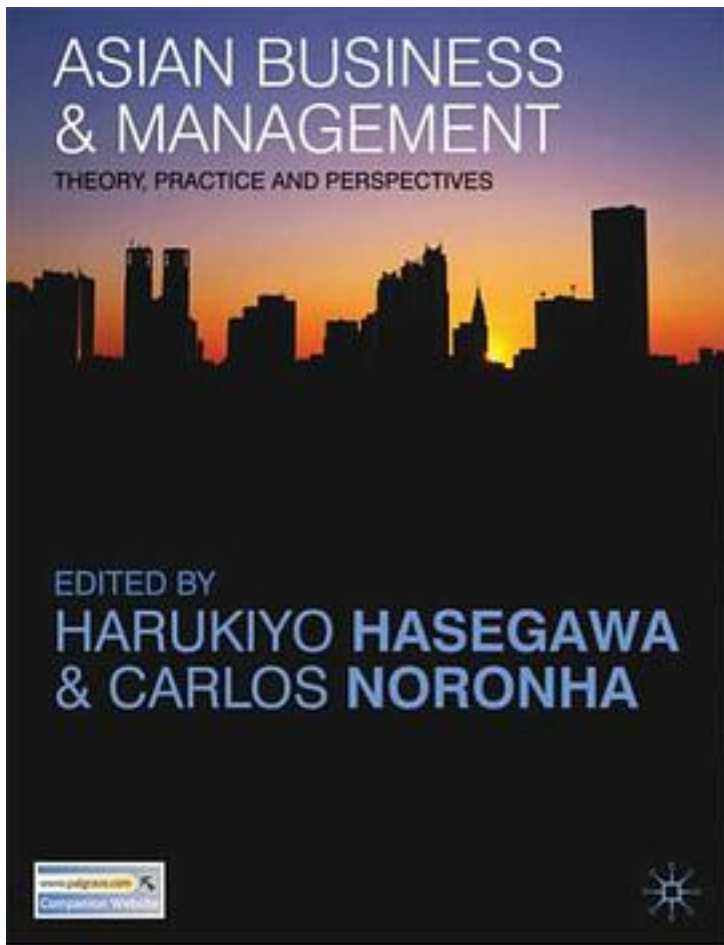


Asian Business and Management



[Asian Business and Management 下载链接1](#)

著者:Hasegawa, Harukiyo/ Noronha, Carlos

出版者:

出版时间:2009-4

装帧:

isbn:9780230545069

Asian Business& Management delivers an unparalleled understanding of the diverse and critically important Asian business world. Featuring an accessible two-part structure, the first section outlines the major contextual and theoretical issues of

business and management. The second part offers a fresh, topical analysis of management in the major Asian nations. Throughout the book, you will benefit from the wisdom of leading international authorities and, unlike competing texts, a unique focus on corporate social responsibility in Asian countries. Key benefits: * Understand business theory and practice in an ethical context * Topical case studies demonstrate Asian management systems and allow you to assess the strategies adopted by corporations and governments * Written and edited by THE leading authorities in the field HARUKIYO HASGAWA is Professor of Global Management and Human Resource Management at Doshisha Business School in Kyoto, Japan. He was formerly Director for the Centre for Japanese Studies and currently Honorary Professor of Japanese business at the University of Sheffield. He is General Editor of the Asian Business& Management journal. CARLOS NORONHA is an Assistant Professor at the Faculty of Business Administrations, University of Macau in China.

作者介绍:

目录:

[Asian Business and Management_下载链接1](#)

标签

textbook

评论

资料很详细

[Asian Business and Management_下载链接1](#)

书评

