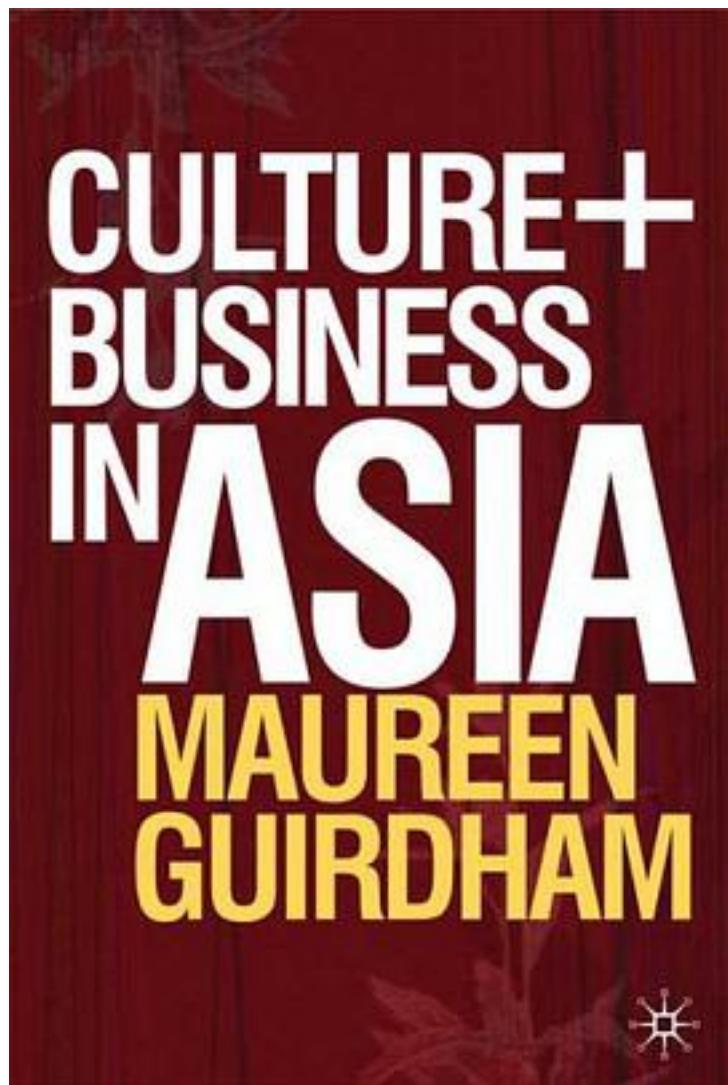


Culture and Business in Asia



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Culture and Business in Asia is an analytical, comparative guide to modern Asian business. Using in-depth interviews, it describes the links between culture and business in India, China (including Hong Kong), Japan, Taiwan and Singapore. Each chapter examines the influence of business culture on decision-making in the areas of ownership, finance, governance, organisation, management and strategy. Key benefits:

* Gives a vivid view of how Asian business decision-makers experience the world of work * Includes a unique focus on India * Encourages critical thinking * Examines the relationship of social, political and economic cultures to business. * Provides a cultural platform for business in the profitable but competitive markets of Asia.

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