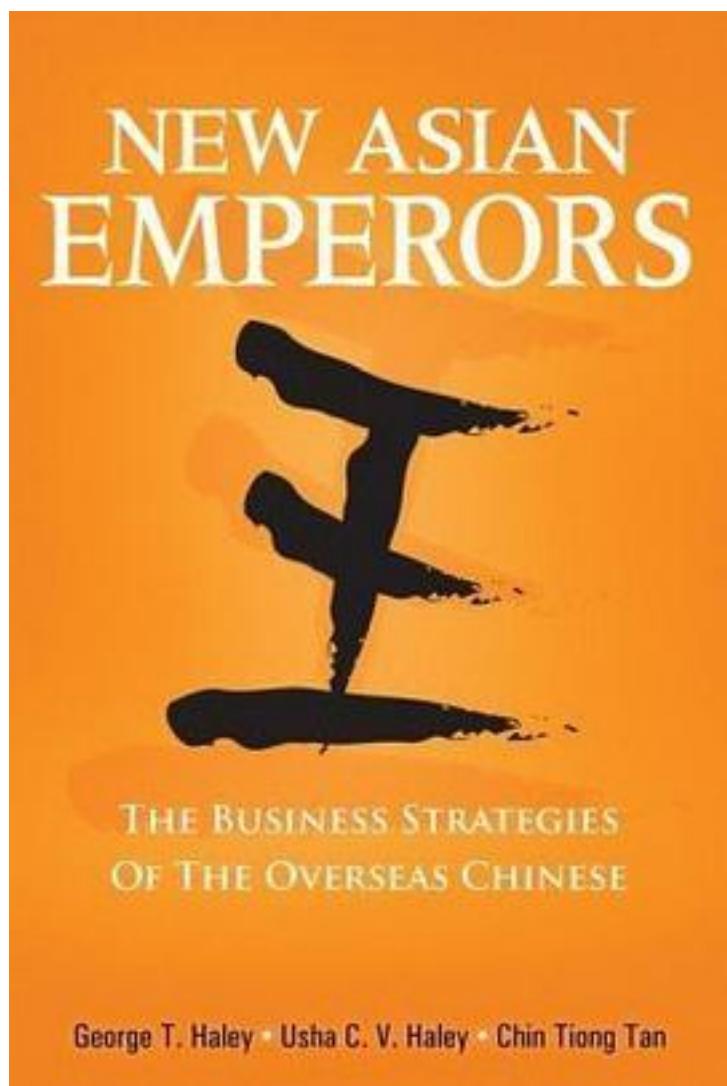


New Asian Emperors



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Much has been written about the rise of the Asian economies in recent decades, and their coming economic dominance in the next century. The "New Asian Emperors" shows how and why overseas Chinese companies are achieving dominance in the Asia Pacific. In the wake of the Asian Currency crisis, this book takes a fresh look at the role of the overseas Chinese as they continue to create some of Asia's most wealthy and successful companies. In particular, the authors tackle the principal difference between Western and Eastern business practices. The overseas Chinese, due to their origins and history developed a unique form of management - now they maintain it as their competitive advantage. Although Asian governments are currently floundering, the overseas Chinese networks continue to prosper. The authors explain the following to Eastern and Western managers: the sources and characteristics of overseas Chinese management, how to combat the overseas Chinese, the strengths and exploitable weaknesses of the overseas Chinese, whether overseas Chinese management practices will spread in the same way as Japanese management did, whether Western management technologies will find themselves outclassed. A feature of the book is the exclusive, in-depth interviews with the "New Asian Emperors" since most of them avoid the press and little is known of them. It develops a systematic theory of the overseas Chinese networks and how they strategize. It draws on interviews with CEOs of major overseas Chinese companies, many of whom have never granted interviews before to academics.

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目录:

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