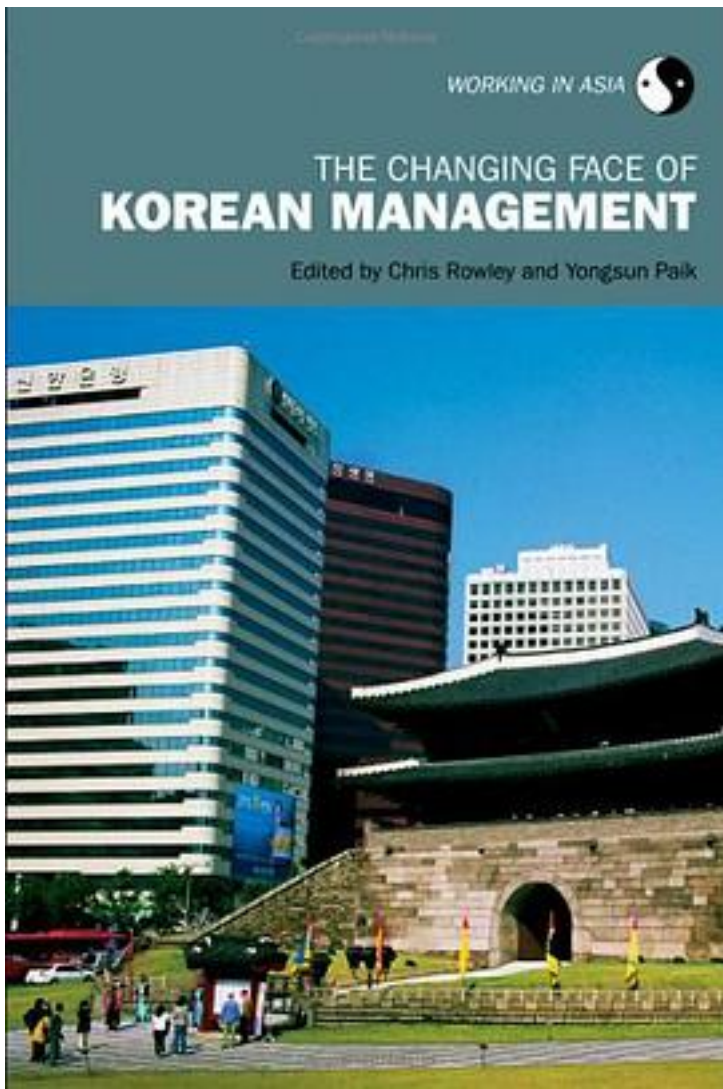


The Changing Face of Korean Management



[The Changing Face of Korean Management_下载链接1](#)

著者:Rowley, Chris/ Paik, Yongsun

出版者:

出版时间:2008-12

装帧:

isbn:9780415774017

Part of the successful Routledge "Working in Asia" series, "The Changing Face of Korean Management" focuses on a country that is predicted by some experts to become the world's third richest by 2025. South Korea, with its thriving telecommunications and automotive industries, and increasing trade links with China, survived the 1997 Asian Economic Crisis better than most. This important textbook explores the key areas of management in this pivotal country in the region, including: Human Resource Management; Marketing Operations; Finance Strategy; Overseas affiliates; Small firms and entrepreneurship; and, Women. Including case studies and interviews with front-line Korean managers to enable a real 'voice' to emerge, and written by native academics, this is a complete analysis of the current state of management structures in South Korea. It is an important reading for all students of business and management interested in Asia.

作者介绍:

目录:

[The Changing Face of Korean Management_下载链接1_](#)

标签

评论

[The Changing Face of Korean Management_下载链接1_](#)

书评

[The Changing Face of Korean Management_下载链接1_](#)