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CHAPTER 9 LAOS Emerging Market Trends and the Rise of Consumers and EntrepreneursCHAPTER 10 MALAYSIA Toward Prosperity with Harmony and Diversity; CHAPTER 11 MYANMAR Foreign Brands Trickling Through; CHAPTER 12 NEW ZEALAND Consumers in Their Market Environment-Profiles and Predictions; CHAPTER 13 PAPUA NEW GUINEA Marketing and Consumer Behavior; CHAPTER 14 THE PHILIPPINES Marketing and Consumer Behavior-Past, Present, and Future; CHAPTER 15 SINGAPORE Marketing, Macro Trends, and Their Implications for Marketing Management for 2005 and the Years Beyond CHAPTER 16 TAIWAN Euphoria and Paranoia on the Emerging Greater China EconomyCHAPTER 17 THAILAND Consumer Behavior and Marketing; CHAPTER 18 VIETNAM Expanding Market Socialism and Implications for Marketing, Consumption, and Socioeconomic Development; ABOUT THE EDITORS AND CONTRIBUTORS; INDEX

Sommario/riassunto

East and Southeast Asia is a vast and complex region. Its countries have a bewildering array of histories, demographics, economic structures, cultural backgrounds, and global marketing potential. This Handbook unravels the mystery.

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Titolo

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Nota di contenuto

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Sommario/riassunto

Since independence in 1948, Burma has been the scene of some of the most-sustained and diverse ethnic insurgencies in the contemporary world. This study examines the dynamics of conflict that have caused internal wars to become so uniquely entrenched in one of Asia's most troubled lands. Against a backdrop of conflict, different nationality movements have been able to adapt and survive, utilizing the changing political, economic, and international conditions in the country. In the process, armed opposition became a way of life in the borderlands, while the central state became increasingly militarized. Burma's conflicts, however, have not been static. This study identifies five major cycles of conflict that have seen the national government transform from a parliamentary democracy at independence through Gen. Ne Win's "Burmese Way to Socialism" to the current military State Peace and Development Council. As the political impasse continues, ethnic ceasefires and open-door economic policies are changing the structures of conflict. In an overview of humanitarian and international dilemmas, the study concludes that conflict resolution-with integrated support from the international community-remains a primary need if Burma and its peoples are to achieve peace, democracy, and a stable nation-state.