1. Record Nr. UNINA9910457903203321 Autore Fannin Rebecca A **Titolo** Startup Asia [[electronic resource]]: top strategies for cashing in on Asia's innovation boom / / Rebecca A. Fannin Singapore; ; Hoboken, NJ, : Wiley, c2012 Pubbl/distr/stampa 9780478829929 **ISBN** 1-283-30030-3 9786613300300 0-470-82992-3 Descrizione fisica 1 online resource (257 p.) Disciplina 338.04 Soggetti Technological innovations - Asia Entrepreneurship - Asia Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Startup Asia: Top Strategies for Cashing in on Asia's Innovation Boom; Contents; Foreword by Kai-Fu Lee; Introduction; Part I: Asia's Hotspots of Innovation; Chapter 1: China's Next Generation Tech Stars; Chapter 2: India Emerges to Narrow the Gap; Chapter 3: Vietnam: The Next Frontier; Part II: Road Map to Hot Sectors; Chapter 4: Catch the Mobile Boom; Chapter 5: Get In on the Cleantech Boom; Chapter 6: Ride the Consumer Wave: Chapter 7: Create a Niche in a Proven Sector: Outsourcing; Part III: Toolbox for Success Strategies; Chapter 8: Tap into Government Incubators Chapter 9: Become the Next Twitter, LinkedIn, or Groupon for AsiaChapter 10: Originate a Breakthrough Discovery; Chapter 11: Take Your Startup Public on the NYSE or NASDAQ; Chapter 12: Go Global from Asia; Afterword; Acknowledgments; Notes; About the Author; Index Find out where the new innovation hot spots are, what the next Sommario/riassunto

consumer waves will be, and where to catch them Asia's innovation hot spots are fast emerging as first-choice destinations for bright, young entrepreneurs. From Taiwan to Singapore, technology center hubs are

forming to rival the original Silicon Valley. Startup Asia gives you a close-up view into the key growth trends shaping entrepreneurship in China and India, plus the new frontier market of Vietnam. Showing how entrepreneurs and investors can start up in Asia and go global, the book provides a first-hand,