

1. Record Nr.	UNINA9910778492303321
Titolo	The changing face of Vietnamese management [[electronic resource] /] / edited by Chris Rowley and Quang Truong
Pubbl/distr/stampa	New York, NY ; ; Abingdon, Oxon, : Routledge, 2009
ISBN	1-135-24530-4 1-282-31560-9 9786612315602 0-203-86840-4
Descrizione fisica	1 online resource (298 p.)
Collana	Working in Asia
Altri autori (Persone)	RowleyChris <1959-> TruongQuang
Disciplina	658.009597
Soggetti	Management - Vietnam Organizational change - Vietnam Corporate culture - Vietnam
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures; Tables; Text boxes; Case studies; Abbreviations; Contributors; Acknowledgements; 1 Setting the scene for the changing face of management in Vietnam; 2 The changing face of human resource management in Vietnam; 3 The changing face of marketing management in Vietnam; 4 The changing face of financial market management in Vietnam; 5 The changing face of strategy management in Vietnam; 6 The changing face of foreign direct investment management in Vietnam; 7 The changing face of public sector management in Vietnam 8 The changing face of women managers in small and medium sized enterprises in Vietnam9 The changing face of Vietnamese management revisited; Index
Sommario/riassunto	Vietnam has emerged from long periods of colonialization, wars and ideological conflicts to become an important economic force within Asia and a promising destination for international business ventures. The latest book in the popular Working in Asia series, The Changing Face of Vietnamese Management, draws on the experiences of local,

Vietnamese experts to offer a unique perspective on the opportunities, challenges and issues facing managers and organizations operating in this fascinating emerging market. The book: Contextualizes p
