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Autore	Andrews Tim G. <1968, >
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Altri autori (Persone)	ChompusriNartnalin <1970-> BaldwinBryan J. <1937->
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Nota di bibliografia	Includes bibliographical references (p. [320]-325) and index.
Nota di contenuto	Book Cover; Title; Contents; Acknowledgments; Introduction; The Southeast Asia regional bloc: salient features; ASEAN business context; Rise of the multinational; Organizational change; Organizational downsizing; Corporate consolidation; Human resources management; Electronic technology; Information tracking; Marketing; The marketing function; Product, brand and pricing strategy; Advertising and promotion; Distribution; Conclusions; References; Index
Sommario/riassunto	This book examines how and why corporate strategy, structure and culture is continuing to change markedly in South East Asia. Among the issues that have forced widespread changes in the region are the economic meltdown, the growth in electronic technology, regional market integration, changing levels of education, business process standardisation and transparency measures, the rise in 'corporate

governance' and political developments among the targeted countries. Specifically, this book discusses the changing nature of MNC business culture, strategy and practice in the ASEAN regional trading b

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