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Second Largest Economy; CHAPTER 8 KOREA Two Countries, Sharp Contrasts, but a Common Heritage  
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

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**Sommario/riassunto**

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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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