

1. Record Nr.	UNINA9910784468603321
Titolo	Handbook of markets and economies : East Asia, Southeast Asia, Australia, New Zealand / / Anthony Pecotich and Clifford J. Shultz II, editors ; foreword by John O'Shaughnessy
Pubbl/distr/stampa	Armonk, N.Y. : , : M.E. Sharpe, , 2006
ISBN	1-315-49875-8 1-315-49876-6 1-315-49877-4 1-280-91217-0 9786610912179 0-7656-2011-1
Descrizione fisica	1 online resource (xi, 712 pages) : illustrations, maps
Collana	Gale eBooks
Disciplina	330.95
Soggetti	Marketing - Asia Marketing - Australia Marketing - New Zealand Asia Economic conditions Handbooks, manuals, etc Australia Economic conditions Handbooks, manuals, etc New Zealand Economic conditions Handbooks, manuals, etc Asia Handbooks, manuals, etc Australia Handbooks, manuals, etc New Zealand Handbooks, manuals, etc
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2006 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; FOREWORD; ACKNOWLEDGMENTS; INTRODUCTION; CHAPTER 1 AUSTRALIA Changing Consumer Behavior and Marketing; CHAPTER 2 BRUNEI DARUSSALAM Consumption and Marketing in an Islamic Monarchy; CHAPTER 3 CAMBODIA Striving for Peace, Stability, and a Sustainable Consumer Market; CHAPTER 4 THE PEOPLE'S REPUBLIC OF CHINA Markets within the Market; CHAPTER 5 EAST TIMOR Realizing Its Potential; CHAPTER 6 INDONESIA Transition at a Crossroads; CHAPTER 7 JAPAN A Crisis of Confidence in the World's

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 Entrepreneurs
CHAPTER 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 Economy
CHAPTER 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.
