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Sommario/riassunto	There is a lack of knowledge on how corporations in Asia develop strategies, organize their work processes and deal with competition. Western managers and business students need to know more about Asian corporations and their management styles. Learning about Asia, however, has always been a challenging task. The main challenge is the complexity encountered when dealing with Asian management issues, which differ not only for different countries, but also for different types of businesses, not to mention national management preferences and styles. This book tries to fill this gap, by presenting