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Cover Page; Business Relationships with East Asia; Routledge Advances in Asia-Pacific Business; Title Page; Copyright Page; Table of Contents; List of figures; List of tables; Notes on contributors; 1 Introduction; 2 Europe and the Orient Express-the impact of East Asian trade on European economies; 3 Korean investment in Europe: motives and choices; 4 The application of international strategic alliances to enhance competitive advantage: the experience of leading Taiwanese firms; 5 Italian firms in ASEAN countries: direct investment and non-equity linkages between Asian and Italian firms
6 Is Europe missing the Asia boat? An overview of EU-Asia Pacific relations 7 Globalization of European enterprises: the case of East Asia; 8 Opportunities for trade and investment in South Korea; 9 Levels of culture and Hong Kong organizations; 10 Japanese product transplants in Asia and consumer choice; 11 The internationalization process and control style of MNCs: the case of Korean electronics companies; 12 The recent changes in PRC's economic development strategy and their impact on Foreign Direct Investment in China
13 The economic restructuring of the state-owned enterprises in China and the implications for European investment 14 FDI policy and inward direct investment in China; 15 Financial centres in the Asia Pacific Region:; 16 The European Union and East Asia:prospects for future economic co-operation; Index

Sommario/riassunto

This volume analyses the business environment in East Asia with reference to trade and investment flows within the region and between East Asia and Europe. Focusing on the two-way flow of management ideas, investment and technology, this study highlights the way in which both sides can benefit.