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*Der Leser erhält wichtige
interne Kenntnisse über*

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*asiatische Marktstrategien
und die Gründe der jüngsten
Wirtschaftskrise Japans.
Schwerpunkte sind
Markteintrittsstrategien,
grenzüberschreitende Aspekte
ausländischer
Tochterunternehmen,*

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*grenzüberschreitende
Warenströme und
Risikomanagement.*

*U.S. industry faced a gloomy
outlook in the late 1980s.
Then, industrial performance
improved dramatically
through the 1990s and*

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appears pervasively brighter today. A look at any group of industries, however, reveals important differences in the factors behind the resurgence--in industry structure and strategy, research

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performance, and location of activities--as well as similarities in the national policy environment, impact of information technology, and other factors. U.S. Industry in 2000 examines eleven key manufacturing and

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service industries and explores how they arrived at the present and what they face in the future. It assesses changing practices in research and innovation, technology adoption, and international operations.

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Industry analyses shed light on how science and technology are applied in the marketplace, how workers fare as jobs require greater knowledge, and how U.S. firms responded to their chief competitors in Europe

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and Asia. The book will be important to a wide range of readers with a stake in U.S. industrial performance: corporate executives, investors, labor representatives, faculty and students in business and

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*economics, and public
policymakers.*

*The current discussion about
corruption in organizational
studies is one of the most
growing, most fertile and
perhaps most fascinating
ones. Corruption is also a*

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construct that is multilevel and can be understood as being created and supported by social and cultural interaction. As a result, an ongoing dialogue on corruption permeates the levels of analysis and

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numerous research domains in organizational studies. Thus I see a major opportunity and necessity to look on corruption from a multilevel and multicultural perspective. Second, in the global society of the world

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today where organizational boundaries are becoming increasingly transparent and during the Global Crisis, which has been rooted in unethical and corrupt behavior of large corporations, a deeper

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*understanding of corruption,
its forms, typologies, ways
to increase organizational
immunity and the best
practices how to fight
against corruption that are
particularly significant and
can also uncover it means*

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that individuals, groups, organizations and whole societies can be used to sustain a sense of purpose, direction, meaning and the right way for creating a moral frame for the ethical behavior in the world of

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flux. Third, there is a growing pressure in the field of organizational studies and management to formulate theories that stimulate thinking of corruption, to change understanding of the

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phenomenon and, what is the most important, to carry out actions that produce valued outcomes. This exciting book provides an authoritative and comprehensive overview of organizational corruption. It is an

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essential reference tool to carry out further research on corruption in organization. This book uncovers new theoretical insights that, I hope, will inspire new questions about corruption in organization;

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it also changes our understanding of the phenomenon and encourages further exploration and research.

Written by experts on global marketing, Contemporary Brand Management focuses on

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the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global

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brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout.

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Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical

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*knowledge of brand
management concepts and
applications.*

*Korean Companies in Global
Competition*

*Managerial Strategies and
Practice in the Asian
Business Sector*

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*Studies in Competitive
Performance*

*Crossing Borders in a World
Where Differences Still
Matter*

*Contemporary Brand
Management*

Tiger Management

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*Building Theoretical and
Research Foundations*

*Strategic Alliances in a
Globalizing World contains
contributions by leading
scholars in the field of strategic
alliance research. The 11*

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chapters in this volume cover a number of significant topics that speak to the growing role of strategic alliances in a globalizing business world. The chapter topics cover both the broader issues, such as the

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creation of competitive advantage and expanding into institutionally different countries, and the more focused problems of alliance formation, contractual governance, governance structure choice,

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the development of alliance capability, the containment of opportunism, relationship management, sensemaking, and the intersection of culture and legitimacy. The chapters include empirical as well as

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conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy areas of alliance research in the globalization context.

The authors propose a new

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marketing model to help business owners and marketing professionals apply an investment-led approach where the focus is value, not cost. This guide introduces investment disciplines and strategies to

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marketing practices.

The ongoing progress of globalization has created a new need in multinational and international companies for managers who have the skills and competencies to be rotated

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anywhere in the world. While most books addressing global management have focused on the practitioner experience, theory, or academic knowledge relevant to one region or country, Global Enterprise

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Management unites all these approaches in a practical framework designed to provide students, educators, and practitioners with the skills to succeed in the global managerial landscape. Inspired

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by his 35 years in international hospitality management, Camillo brings together an interdisciplinary team to break down the challenges facing managers in global companies, including supply chains,

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business ventures, technology, accounting, marketing, and human resources. A collection of real-world case studies grounds theory in contemporary practice and directs the conversation toward the future.

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The Korean Economy: From Growth to Maturity takes an in-depth, amalgamated look at the evolution of Korea's globalization drive from the early 2000s (Kim Dae-jung regime, 1998-2003) to the

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present period (Park Geun-hye, 2013-2017). The book discusses the role of foreign companies on the sustainability of Korea's economic growth, the relationship between the chaebol and the MNCs, the

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evolution of Korea's nation brand, and the role of the state in Korea's new economic trajectory (globalization) since the 2000s. With data collected from fieldwork, the book provides both empirical and

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qualitative insights (economic, socio-cultural and political economic analysis) into the Korean political economy and would be a very useful reference to other emerging economies experiencing similar

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globalization paths.

Internationalization Theories,

Concepts and Cases

Global Enterprise Management,

Volume II

The Korean Economy

Cross-border Issues

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A Global Perspective

Doing Business in Asia

*A Case Study Handbook in the
Automotive and ICT Industries*

Asian Inward and Outward FDI brings
together both works from researchers in
international business and economic

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geography. The book is aimed for both scholars with interest in macro and micro economic impact of new flows of FDI.

This volume focuses on substantive issues in innovation, marketing strategy, and the nexus of innovation and marketing strategy.

Samsung Electronics And the Struggle For Leadership of the Electronics Industry John

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This student-focused text provides an emphasis on skills development. Packed with real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool

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for all students in this area.

Korean Companies on World Markets
Changing the Rules of Competition by
Radically Innovating what Things Mean
Harvard Business Review Leadership &
Strategy Boxed Set (5 Books)

Knowledge Driven Service Innovation and
Management: IT Strategies for Business

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Alignment and Value Creation

The Case of Samsung Electronics

U.S. Industry in 2000

Profitable Marketing Communications

**"This book provides a
comprehensive collection of
research and analysis on the**

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**principles of service, knowledge
and organizational capabilities,
clarifying IT strategy procedures
and management practices and
how they are used to shape a
firm's knowledge
resources''--Provided by**

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publisher.

This book provides an understanding of innovation models and why they are important in the business context, and considers sources of innovation and how to apply

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business frameworks using real-world examples of innovation-led businesses. After providing a solid background to the key concepts related to innovation models, the book looks at why innovation takes place and where the sources

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of innovation lie, from corporate research to crowd-sourced and government-funded initiatives. Innovation models across manufacturing, services and government are explored, as well as measuring innovation, and the

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impact of design thinking and lean enterprise principles on innovation and sustainability-driven imperatives. Offering a truly comprehensive and global approach, Business Innovation should be core or recommended

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**reading for advanced
undergraduate, postgraduate,
MBA and Executive Education
students studying Innovation
Management, Strategic
Management and
Entrepreneurship.**

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"Foreign Direct Investment (FDI) studies have evolved as one of the mainstreams in business strategy. This book presents a comprehensive perspective on the motivations behind the studies, the effects of FDI, and how it can

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be utilized and extended to other areas of studies. Written with a global perspective, this book not only touches upon business strategies but also covers government policies toward promoting and attracting FDI for

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**industrial and economic
development. The author, with his
vast experience in consulting and
research projects for
multinational companies,
international organizations and
governments, examines real world**

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business practices of Eastern firms and how they relate to their Western counterparts, thus making this book a valuable and practical reference not only for students, but for practitioners, too."--

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Over the next decade, two out of every three companies will face the challenge of their corporate lives: redefining their core business. Buffeted by global competition and facing an uncertain future, more and more

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executives will realize that they must make fundamental changes in their core even as they continue delivering the goods and services that keep them in business today. Unstoppable shows these managers how to look deep within

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their organizations to find undervalued, unrecognized, or underutilized assets that can serve as new platforms for sustainable growth. Drawing on more than thirty interviews with CEOs from companies such as De Beers,

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American Express, and Samsung, it shows readers how to recognize when the core needs reinvention and how to deploy the "hidden assets" that can be the basis for tomorrow's growth. Building on the author's previous books,

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**Profit from the Core and Beyond
the Core, this book shows how any
company in crisis can transform
itself to become truly unstoppable.
New Challenges in the Global
Economy
Business Innovation**

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**Everything Originated From
Milk: Case Study Of Nestle
Sony vs Samsung
Korean Businesses: Internal and
External Industrialization
Learning and Innovation in
Economic Development**

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**Euro-Asian Management and
Business I**

This entirely revised
and updated third
edition of Market Entry
Strategies continues to
combine the profound

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explanation of internationalization theories and concepts with real-life firm cases. Reviewing the readers' valuable feedback from successful

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previous editions this version targets to improve the readability. New firm cases of Delivery Hero and Tesla contribute to broaden the books' industry

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focus. Particular attention is paid on the case studies developed to exercise in light of business practice what is theoretically taught and explained in the

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textbook. Through its link to digital learning tools such as charts available to the public at YouTube this new edition provides best pre-requisites for

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distance learning
environments.

Why is it that many
companies meticulously
following recipes on
management and strategy
fail? Did Google, Skype,

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Ryanair, Huawei and a number of other successful companies buy into a well thought out strategy and adhered to that over time? How do companies deliberately

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opting out of the recipe game and opting into the out-of-the-box-thinking fare? In short, why is it that some companies achieve a higher Return on Strategy than others?

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Whereas Return on Investment (RoI) has attracted increased attention over the last couple of decades, little, if any, attention is being paid

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to whether companies do
at all achieve Return on
Strategy (RoS) and how.
This book provides an
overview of contemporary
strategy literature and
recipes brushed up with

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a view to identifying explanations as to how recipes has seldom worked as intended. One out of several reasons rests on the fact that recipes do not take the

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so-called X-factor into account. With the X-factor as the starting point the book examines a sample of 50 global companies of which some has achieved a

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remarkable high Return
on Strategy and others
failed. The 50 companies
covers most continents
as some are from the
North America, some are
from the European

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continent and others are from different parts of the emerging Asian region – threatening companies from the Western hemisphere. The book explains the reason

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behind success and failures and provides practical tools as to how companies may increase their Return on Strategy. In the toolbox, you will find a

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framework on how to increase the Return on Strategy as well a number of dynamic positioning tools, road maps and bearing points. Invariably, more and

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more companies -
including consultants,
business leaders and
MBAs - now work
diligently in order to
increase their Return on
Strategy and the best of

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them are here to stay
successfully – are you?
This book views Samsung
Electronics in terms of
corporate life cycle as
well as product
portfolio and strategy.

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It also examines the issues Samsung faces as it proceeds further into the 21st century.

Written from the perspective of an experienced commentator

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on Korean and global
business, this book
presents not simply a
narrative or an
adulatory and uncritical
account of Samsung's
rise, but a considered

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analysis of the secrets of success that both business students and CEOs will want to read and consider applying to their own companies. This book explores the

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negative consequences of
attempts to protect key
U.S. manufacturing
industries through the
use of antidumping laws.
New Perspectives on
Challenges and Future

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Developments

Asian Perspectives

The Quest for Global
Dominance

Handbook of East Asian
Entrepreneurship

The Irrationality of

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Antidumping Laws
Theory and Application
Foreign Direct
Investment

*Until now, the literature on innovation
has focused either on radical
innovation pushed by technology or*

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incremental innovation pulled by the market. In Design-Driven Innovation: How to Compete by Radically Innovating the Meaning of Products, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of

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competing. Design-driven innovations do not come from the market; they create new markets. They don't push new technologies; they push new meanings. It's about having a vision, and taking that vision to your customers. Think of game-changers

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like Nintendo's Wii or Apple's iPod.

They overturned our understanding of what a video game means and how we listen to music. Customers had not asked for these new meanings, but once they experienced them, it was love at first sight. But where does the vision

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come from? With fascinating examples from leading European and American companies, Verganti shows that for truly breakthrough products and services, we must look beyond customers and users to those he calls "interpreters" - the experts who deeply

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understand and shape the markets they work in. Design-Driven Innovation offers a provocative new view of innovation thinking and practice. For most countries, economic development involves 'catching up' with leading countries. This needs

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*more than physical assets and labour:
it requires technological capabilities,
educational attainment,
entrepreneurship, and development of
the necessary institutional
infrastructure, including intellectual
property rights, particularly patents.*

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Valued by instructors and students alike, Foundations of Marketing presents an accessible introduction to Marketing. Packed with examples and end of chapter case studies highlighting the real world application of marketing concepts, this fully

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updated Sixth Edition features digital marketing integrated throughout the chapters as well as a dedicate chapter on marketing planning and strategy. Discover: How marketing adds value to customers and organizations How innovative brand positioning drives

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commercial success How new digital marketing communication techniques are being used by companies to drive their brand awareness and engagement, as well as customer retention and conversion levels How marketing planning and strategy gives

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direction to an organization's marketing effort and co-ordinates its activities. Key features: Marketing Spotlights showcase the marketing innovations of brands including Adidas, Crayola, Samsung and KFC. Marketing in Action boxes offer varied

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*examples of real companies'
campaigns in the UK, Scandinavia, The
Netherlands and internationally.
Critical Marketing Perspective boxes
encourage critical thinking of ethical
debates to stimulate student discussion
about socially responsible practice and*

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encourage critical analysis of these issues. 12 brand new end of chapter Case Studies including Fjallraven, Primark, Uber and BrewDog give in-depth analysis of companies' marketing strategies, with dedicated questions to provoke student enquiry.

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Marketing Showcase videos feature interviews with business leaders and marketing professionals, offering insights into how different organisations have successfully harnessed the elements of the marketing mix.

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This book is essentially a case study of food giant Nestlé. the largest food company in the world which was born in the town of Vevey, Switzerland over hundreds of years ago. Prof Takahashi's interest in Nestlé was sparked 50 years ago when he visited

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Nestlé during a trip to Switzerland. He took painstaking efforts to research and discover the secrets of Nestlé's success over the last few decades. In this book, Prof Takahashi expounds what has made Nestlé a world-reigning global corporation despite its small

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domestic Swiss market through examining its corporate strategy and R&D, and illustrates how Nestlé became the most representative and symbolic company among today's successful Swiss companies.

Strategic Alliances in a Globalizing

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World

The Evolution of Tiger Management

*The Role of Corporate Sustainability in
Asian Development*

High-tech Protectionism

Strategic Management

Internal and External Industrialization

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From Growth to Maturity

Essays in the book focus on the Korean model of industrialization and internal internationalization, organizational capabilities and management roles, and

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disadvantages inherent in the model. The subjects covered include corporate catch-up strategies, foreign investment, and future possibilities.

Throughout the last several

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decades, Korean companies have entered the world markets in a wide range of manufacturing industries with great success. How did they achieve this exceptional performance? This book

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uncovers the secret of their performance through a comprehensive analysis of the Korean management system. It explains to an international audience how it has developed, why it

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works so well, and what non-Koreans can learn from it. The book analyzes the management of Korean firms from three different perspectives. First, a historical perspective is

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applied by showing how Tiger Management has emerged and how it has been continuously advanced over the last 50 years. The breathtaking stories of how Korean companies,

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seemingly coming from nowhere, have challenged their Western and Japanese competitors on the world markets are told. Second, the cornerstones of Tiger Management are analyzed

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from a functional viewpoint,
showing that the success of
Korean companies rests on a
smart combination of
business strategy,
leadership, and human
resource management

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practices. Finally, the present and future of Tiger Management is discussed by showing how Korean companies have adapted to changes in their business environment at home and

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abroad, and what non-Korean companies can learn from their Korean rivals. The book gives an up-to-date analysis of Korean management practices from a global perspective. It

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identifies the success factors of Korean companies: long term, aggressive and persisting business planning, speed, flexibility, strong leadership, strong teamwork, and high

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investment into human skills and capabilities. It illustrates how these management practices complement each other and provides non-Korean companies with signposts

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how they can adopt them.

Anil K. Gupta, Vijay

Govindarajan, and Haiyan

Wang are among the most
distinguished experts in the
field of globalization. In *The
Quest for Global Dominance*

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they present the lessons from their twenty-year study of over two hundred corporations. They argue that, in order for a company to create and maintain its position as a globally

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dominant player, executives must ensure that their company leads its industry in the following four essential tasks: Identifying market opportunities worldwide and pursuing

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them by establishing the necessary presence in all key markets Converting global presence into global competitive advantage by identifying and developing the opportunities for value

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creation that global
presence offers Cultivating a
global mindset by viewing
cultural and geographic
diversity as an opportunity,
not just a challenge
Leveraging the rise of

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emerging markets especially
China and India to transform
the company's growth
prospects, global cost
structure, and pace of
innovation

Due in part to globalism and

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economic development, the Asian business sector has been rapidly expanding. Thanks to the increasing industrialization and economic growth of China and India in particular,

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tourism as well as business opportunities in the Asian sector are booming.

Managerial Strategies and Practice in the Asian Business Sector is a comprehensive reference

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source for theories and practices related to business integration in Asian countries. The research presented within this timely resource closely examines a number of essential topics

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such as ethics, competition,
and entrepreneurship in an
era of globalization and
economic expansion.
Illustrating innovative
insights concerning the
development of business

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strategies in this growing region, this book is an invaluable reference for business executives, students of business, academics, policy makers, or any professional concerned

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with globalism and the intricacies of Asian business and information technology integration in the Asian business sector.

A Guide to Marketing
Return on Investment

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Digital Business and
Sustainable Development
Unstoppable
Return on Strategy
An International
Comparative Study
Innovation and Strategy

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EBOOK: Foundations of
Marketing, 6e

"Sony vs. Samsung is business history at its best! It explores the divergent fortunes of these two electronics giants in the last decade and identifies the true reasons behind Sony's decline and

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Samsung's rise. Contrary to popular belief, Chang shows that success (or failure) does not simply arise from different strategies. Rather, it emerges from major decisions that are deeply rooted in the companies' organizational processes and their executives' political

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behavior. This book is a must-read for any senior executive." □Constantinos Markides, Robert P. Bauman Professor of Strategic Leadership and Chairman, Strategy Department, London Business School "Sea-Jin Chang has produced that rarity in a business book--one that

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is as valuable to practicing managers as it is insightful to academic researchers. In this fascinating comparison of two modern global giants, he applies his high resolution research microscope to their changing fortunes by dissecting their contrasting strategies, and

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providing interesting insights into their divergent organizational processes and management practices. This is a very valuable contribution to the international business literature. It will end up in as many corporate boardrooms as faculty seminars."

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□ Christopher A. Bartlett, Thomas D. Casserly Professor Emeritus, Harvard Business School "Sea-Jin Chang has written a fascinating comparison of Sony and Samsung that will be valuable to anyone interested in strategy, organizations or international

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business. The interwoven and very detailed case studies of two very different companies in overlapping industries illuminate problems such as adaptation to technological change (analog to digital), organizational flexibility and globalization. His

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attempt to analyze both strategic development and implementation is successful and very useful. Both academics and practitioners will learn a lot from this book." □Stephen J. Kobrin, William Wurster Professor of Multinational Management, The

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Wharton School, University of Pennsylvania "Refreshingly original and entertaining, this book analyzes major strategic decisions of Samsung and Sony and highlights organizational processes and top management leadership that have shaped their

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performances. This is a must-read for all executives who want to understand the strengths and weaknesses of Asian competitors. It also provides penetrating insights to other Asian companies with global ambitions."

□Myoung Woo Lee, President and

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CEO, iriver

New Tools for Succeeding Globally

Why do so many global strategies fail--despite companies' powerful brands and other border-crossing advantages? Because a one-size-fits-all strategy no longer stands a chance.

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When firms believe in the illusions of a "flat" world and the death of distance, they charge across borders as if the globe were one seamless marketplace. But cross-border differences are larger than we assume. Most economic activity--including trade, real and

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financial investment, tourism, and communication--happens locally, not internationally. In this "semiglobalized" approach, companies can cross borders more profitably by basing their strategies on the geopolitical differences that matter;

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they must identify the barriers their strategies will have to overcome, and they must build bridges to cross those barriers. Based on rigorous research, Pankaj Ghemawat shows how to create successful strategies and provides practical management tools so you can:

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Assess the cultural, administrative, geographic, and economic differences between regions at the industry level--and decide which ones require attention Track the implications of the specific border-crossing actions that will impact your company's ability to

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create value the most Generate superior performance through strategies that are optimized for the three A's: adaptation (adjusting to differences), aggregation (overcoming differences), and arbitrage (exploiting differences) Using in-depth examples, Ghemawat reveals how

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companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare are adroitly managing cross-border differences. He also shares examples of other well-known companies that have failed at this challenge. Crucial for any

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business competing across borders,
Redefining Global Strategy will help
you make the most of our
semiglobalized world.

From the author of *Doing Business in Europe* (SAGE, 2018), Gabriele Suder has teamed up with Sumati Varma

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based in India, and Terence Tsai from China to bring this comprehensive solution for Asian business teaching and learning. The book offers a highly productive mix of international business and marketing theory, and is packed with pedagogical tools to

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engage and develop understanding, including two full-length corporate case studies per chapter. This is a unique volume covering the most relevant topics of Asia-focused business and management practice spanning from cross-cultural

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management to supply chain resilience to market entry and expansion strategy, and much more. Specifically designed to meet the needs of Postgraduate, MBA and those taking part in Executive Education programmes, this exciting learning experience will

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prepare Asia's leaders of the future.

Now available in paperback, with an all new Reader's guide, The New York Times and Business Week bestseller Co-opetition revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-

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Co-opetition is a business strategy that goes beyond the old rules of competition and cooperation to combine the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo,

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American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-opetition to change the game of business to their benefit. Formulating strategies based on game theory, authors Brandenburger and

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Nalebuff created a book that's insightful and instructive for managers eager to move their companies into a new mind set.

Transforming Global Presence into
Global Competitive Advantage
Samsung Electronics and the Struggle

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for Leadership of the Electronics
Industry

The Global Inc

Samsung Electronics

A Case Study Approach

Intellectual Property Rights,

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Development, and Catch Up

*The Internet has ushered
in a new era in the
economies of networking.
With the increasing need
for optimization based on
these network economies,*

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the IT-based e-business has become a platform for study as well as daily practice. In a similar vein, global warming has raised many issues which come into conflict with

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traditional research and policies. The Internet revolution has also shifted our society from a government- and company-led economy to a 'netizen' - and consumer-

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led business world. This book enlightens us on why a harmonized participation of traditional network members or interested groups is necessary and how we can create values

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from diverse fields of interests and objectives, including the corporate social responsibility (CSR) and eco-friendly productivity. Digital Business and Sustainable

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Development integrates the platforms from these two fields of study based on the comparative analysis of Asian and other developing countries. The key concepts every

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*manager and aspiring
leader must know—from
strategy and disruptive
innovation to financial
intelligence and change
management—from
bestselling Harvard*

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*Business Review authors.
Build your professional
library, and advance your
career with these five
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business classics.
Includes Financial*

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*Intelligence, Revised
Edition; The Innovator's
Dilemma; Leading Change;
Playing to Win; and Blue
Ocean Strategy, Expanded
Edition.*

These essays identify the

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evolutionary processes and patterns of learning, capability-building and innovation in catch-up countries. They suggest that such economies have different patterns of

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*learning from those of
advanced countries. Kim
uses the example of Korea
to examine various
industries.*

*This book examines the
challenges faced by seven*

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*multinational companies -
Intel, Lenovo, Samsung
Electronics, ZTE, BMW
Hyundai Motor Company,
Mahindra and Mahindra - in
their endeavour to
contribute to the*

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*economic, environmental
and social development of
Asia. The lessons learned
from the examination of
these business practices
may directly contribute to
an increase in the*

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*practice of sustainable
management and may as such
contribute to positive
economic, environmental
and social impact of
companies in this region.
The cases are highly*

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*relevant for management
theoreticians seeking to
deepen our understanding
of corporate
sustainability in an area
where scholars,
practitioners and policy-*

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makers can expect new questions, problems and challenges in the years ahead. The book is also of high interest to policy review agencies, policy makers and welfare

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economists seeking to support the development of a comprehensive sustainability framework for managing social and environmental issues in the context of Asia.

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Asian Inward and Outward

FDI

Redefining Global

Strategy, with a New

Preface

Market Entry Strategies

Co-Opetition

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*The Inside Story of the
Electronics Giants' Battle
For Global Supremacy
Organizational Immunity to
Corruption
And the Struggle For
Leadership of the*

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Electronics Industry

With the shift of the global economic gravity toward emerging economies and the roaring economic growth of the past three decades in China, East Asian catching-up growth strategies have

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profound implications for latecomer economies. While there are many handbooks on entrepreneurship in general, there is no reference on East Asian entrepreneurship. This is the first of its kinds in the market. The volume provides a useful

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reference for those who want to know East Asian entrepreneurship and business systems. It also provides many excellent cases and illustrations on the growth of entrepreneurial firms and the rise of branded products in East Asia.

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Policy makers or scholars who are interested in entrepreneurship, small and medium sized enterprises, Asian business systems, international business, innovation and technology management, economic

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development, strategic management and East Asian studies would benefit from this volume. The volume contains two parts. The first part is the key concepts associate with entrepreneurship and East Asian

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firm growth and transformation. The second part presents cases of entrepreneurial firms and their founders in East Asia, including Japan, South Korea, Taiwan, Hong Kong and China. With the handbook, scholars, students and

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policy makers can grab some basic ideas how entrepreneurs and firms in East Asia compete and survive in the world market and understand why and how East Asia economies can emerge as one of the most dynamic regions in the world. Part I

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concepts: relating to
Entrepreneurship: Guanxi Catching-
up strategies Types of
entrepreneurship Business System
Strategic Management Leadership
Part II cases cover variedly from
manufacturing to services

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industries, and specifically including traditional and newly corporations ranging from toys, convenient stores, fast fashion, high-tech, to catering and service. Written by experts in their respective areas, Handbook of East Asia

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entrepreneurship is an excellent review of theories, policies and empirical evidences on important topics in Entrepreneurship in East Asian economic development. The book is both a superb teaching tool and a valuable handbook in

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development economics.

Throughout the last several decades, Korean companies have become strong global competitors in a wide range of manufacturing industries. How did they achieve this exceptional performance? The

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Evolution of Tiger Management uncovers the secret of their success through a comprehensive analysis of Korean-style management. It explains how it has developed, why it works so well, what non-Koreans can learn from it,

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and what Korean companies need to do to stay competitive in the future. This book is an extended and significantly updated new edition of Tiger Management: Korean companies on world markets (Routledge, 2012). It tells

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the remarkable stories of how Korean firms, seemingly coming from nowhere, have successfully challenged their Western and Japanese competitors globally. A new chapter highlights the rise of Korean venture firms and start-ups.

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Next, the essence of Tiger Management is analyzed by showing that it consists of an effective combination of business strategy, leadership, and human resource management practices. Finally, the evolution and future of

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Tiger Management is discussed by showing how Korean companies have adapted to changes at home and abroad, and how non-Korean companies can adopt Tiger Management. A new final chapter discusses the way forward for

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Korean companies.

How to Achieve it!

IT Strategies for Business

Alignment and Value Creation

Finding Hidden Assets to Renew

the Core and Fuel Profitable

Growth

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Design-driven Innovation
A Comparative Study of Corporate
Governance in Korea