

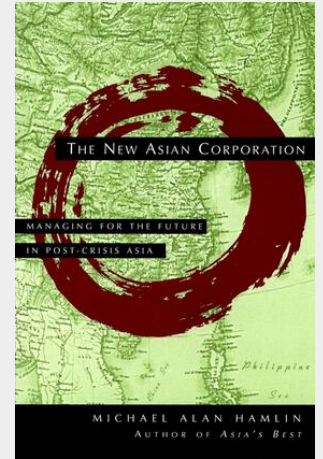
Hamlin

The New Asian Corporation

The new Asian corporation has emerged, and Westerners who currently do business in Asia or contemplate doing so would do well to take heed of the new Asian business model or risk being left behind. Here, author Michael Hamlin takes a close look at the revolutionary new business models Asia's best companies are adopting, the challenges they still face and, most of all, the challenges posed to their Western competitors. From organizational structure to strategy, this book provides in-depth portraits of Asia's leading companies and provides specific strategies Western managers can use to best their Asian competitors or successfully enter the new Asian market.

"The New Asian Corporation" behandelt die neue asiatische Unternehmensstruktur, die sich im Zuge der Asienkrise herausgebildet hat. Eingehend analysiert Michael Hamlin die neuen, revolutionären Geschäftsmodelle asiatischer Spitzenunternehmen, die Probleme, mit denen sie noch immer zu kämpfen haben sowie insbesondere die Herausforderungen, die sich hieraus für westliche Unternehmen im asiatischen Markt ergeben. Dieses Buch bietet eine detaillierte Darstellung führender asiatischer Unternehmen und vermittelt westlichen Managern spezielle Strategien, mit deren Hilfe sie sich erfolgreich im asiatischen Markt behaupten können.

Provoked by the region's recent economic crisis and the consequences of encroaching globalization, many Asian companies have reinvented themselves. They've sought out new sources of profit, tightened their focus, and reengineered processes to boost productivity and quality. The new Asian corporation has emerged stronger than ever. As Asian corporations shift perceptibly toward Western-style management practice, strategic focus, and accountability, companies currently engaged in or contemplating doing business in Asia--or facing competition from Asia--would do well to take heed of business model innovation in Asia or risk being left behind. From his extraordinary vantage point, Manila-based business executive and author Michael Hamlin takes a close look at the revolutionary new business models Asia's best companies are adopting and the challenges they still face. He analyzes the key forces currently impacting Asian economies and provides a strategic overview of what it will take to compete and thrive in Asia over the next two decades. He examines the practices that will drive Asian growth in the new millennium and presents specific strategies Western managers can use to best their Asian competitors or to successfully expand into the new Asian market. The New Asian Corporation provides in-depth portraits of Asia's leading companies including organizational structures and market strategies. U.S. managers of Asian, North American, and European companies will find solid information on what their strongest competitors are doing as well as guidelines for expanding into Asian markets via joint ventures and subsidiary companies. Financial analysts, investors, and students of international business will gain unmatched insight into what will drive Asian growth in the new millennium.



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