The New Asia
Business Strategies for the Economic Region That Is Shaking Up the World
David James and Rajeev Merchant

To help readers better grasp the causes and effects of the ongoing tectonic shift in economic power, this book examines the 16 nations driving the explosive economic growth of Asia. It shows readers how to apply a "Five Factors" analysis to predict which Asian countries and industries will experience the most vibrant economic growth in coming years—and which will present the greatest risks for international businesses. It then goes a step further, offering insights and strategies that will help businesses assess opportunities in Asia and achieve success there in the years ahead. To help readers make those judgments, this comprehensive, practical resource includes insightful descriptions of the value systems, business practices, customs, and social characteristics of Asia and of individual Asian nations. It also exposes the intra-regional relationships of Asian countries that contribute to, or undermine, their individual economic potential and that of the region as a whole.

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