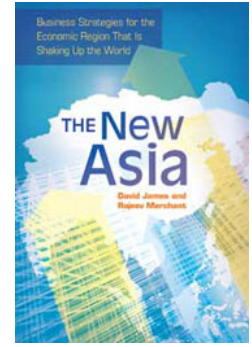


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The authors of *The New Asia* have considerable experience working and consulting in Asia, and they nicely cover the broad region of Asia rather than just China or India, as many volumes do. In the book's first part, they provide brief profiles of 16 countries they consider vital to the region's economic growth. The countries covered are in the mainstream of Asia, with notable exclusions of North Korea and Pakistan, as well as some smaller countries whose economies are not as developed. Part 2 identifies the five factors driving these Asian economies, with concise, readable chapters devoted to resources and geography; the role of government; technology, innovation, and entrepreneurship; competitive business practices; and cultures and institutions. Chapter 5, on technology, innovation, and entrepreneurship, was particularly intriguing to this reviewer because often the Asian region is equated only with lower costs and means of production as the benchmark that defines Asian economies. Part 2 is helpful for covering the five factors on a country-by-country basis as opposed to just general discussion. The last part, "Strategies for the New Asia," offers an overall assessment of Asia and, to a certain extent, provides a SWOT analysis of the Asian economies. Useful bibliography of print and electronic resources. **Summing Up: Recommended.** Anyone interested in Asian business and economics. – *T. M. Marini, University of Michigan*

