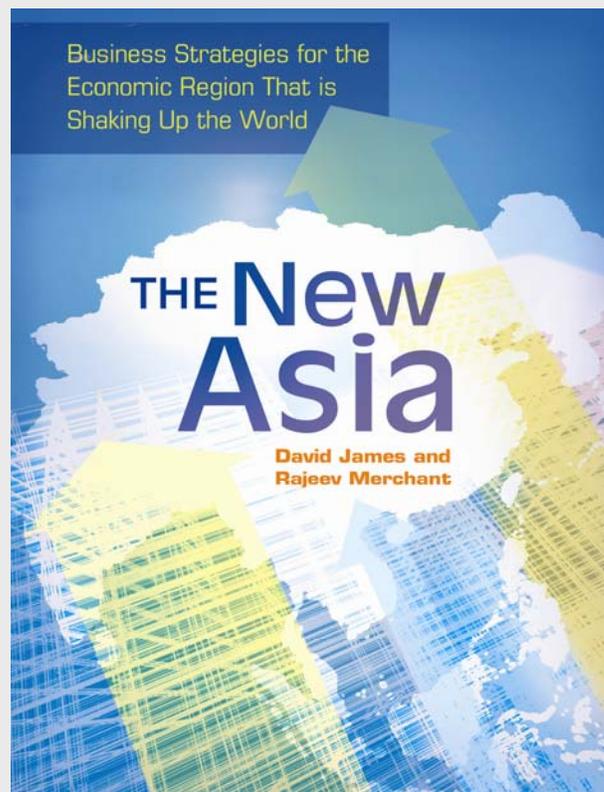


JUST PUBLISHED***The New Asia******Business Strategies for the Economic Region That Is Shaking Up the World***

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.

David James, JD, is president of Business Strategies International (BSI Corporation), a consulting and venture development firm in San Francisco, CA. His published works include *The Executive Guide to Asia-Pacific Communications:*



June 2013, 224 pp, 6 1/8x9 1/4

EAN 9781440829093

\$48 Cloth

Imprint: Praeger

Primary Subject: Business

Secondary Subject: International Business

Series:

Doing Business Across the Pacific; Doing Business in Asia; and numerous articles on legal, business, and technology issues. He was chairman of business programs at the East-West Center, Honolulu, HI, and under a project of the U.S. Agency for International Development (USAID), he headed a team of advisers to the Government of Indonesia on the revision of its commercial laws and related subjects. James holds a bachelor's degree from Harvard University, a juris doctor degree from the University of Chicago Law School, and a Stanford Executive Program certificate from the Stanford University Graduate School of Business. **Rajeev Merchant, MBA**, is founder and managing director of Technoscenti, a Singapore-based business management, technology, and research consultancy. He is a former managing director of AT&T Asia Pacific and a former adjunct professor for the marketing in the technology graduate program of the Department of Management in Science & Technology, Oregon Health & Science University. Merchant holds a bachelor's degree in economics from the University of Bombay, Mumbai, India, and a master's of business administration degree in international management from the Thunderbird School of Global Management.