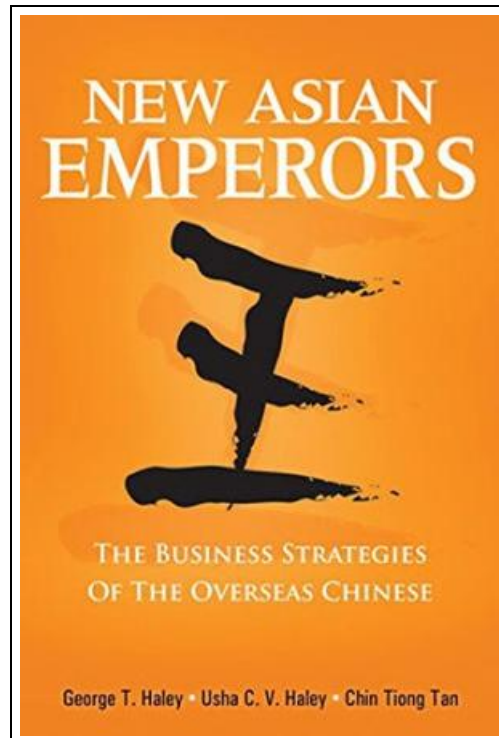


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John Wiley and Sons Ltd, United Kingdom, 2009. Paperback. Condition: New. New. Language: English . Brand New Book. Southeast Asia has a population of more than half a billion, yet its economy is dominated by about 40 families, most of Overseas Chinese descent. Their conglomerates span sectors as diverse as real estate, telecommunications, hotels, industrial goods, computers and sugar plantations. New Asian Emperors shows how and why Overseas Chinese companies continue to dominate the region and have extended their reach in East Asia, despite the Asian financial and SARS crises of the past decade. The authors base their conclusions on in-depth structured interviews spanning a decade with the often elusive Overseas Chinese CEOs including Li Ka-shing, Stan Shih, Victor Fung, Stephen Riady and Sukanto Tanoto, as well as on the strategic information that their companies use. The analysis of the New Asian Emperors present-day management techniques and practices draws on the history, culture and philosophical perspectives of the Overseas Chinese in Southeast Asia. In the midst of today s global economic crisis, this book also takes a fresh look at the role and management practices of the Overseas Chinese as they continue to create some of Asia s wealthiest and most successful companies. New Asian Emperors explains: The sources and characteristics of Overseas Chinese management Whether Overseas Chinese management practices will spread in the same way that Japanese management did in the 1970s Whether Western management technologies have found themselves outmaneuvered in Asia s post-crisis arena The Overseas Chinese managers strategies for the informational black hole of Southeast Asia and what Western managers can learn from them The New Asian Emperors unique strategic perspectives and management styles revealed through exclusive, in-depth interviews The implications for successfully co-operating and competing with the Overseas Chinese of Southeast Asia New Asian Emperors offers...



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