



The Nature of Asian Firms : An Evolutionary Perspective

Scott A. Hipsher, Songporn Hansanti, Dr. Suthinan Pomsuwan



The Nature of Asian Firms provides managers and others interested in doing business in the dynamic and fast changing Asian region with an understanding of the underlying principles driving both current and future business practices of Asian firms. The book is for internationally focused individuals who realize the importance of gaining a deeper understanding of the fastest growing economic region in the world and the firms from this region.

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