



Strategic Management in the Asia Pacific: Harnessing Regional and Organizational Change for Competitive Advantage

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'Strategic Management in the Asia Pacific' assembles an international team of world-famous practitioners and experts to cover the most significant aspects of doing business in the Asia Pacific.

Recent developments such as the domino declines in the world financial markets clearly demonstrate that:

- * we live, and perceive ourselves as living, in an interdependent world where business developments in Hong Kong can affect those in New York, London or Sao Paolo
- * understanding how to manage effectively in the Asia Pacific positively affects multinationals' profits and survival.

'Strategic Management in the Asia Pacific' explores how to manage effectively and profitably in the Asia Pacific and identifies and interprets important environmental characteristics and key stakeholders' influences. Sources for up-to-the-minute information to make strategic decisions are also indicated.

Contributors include:

Kam-Hon Lee, Dean of Business School, Chinese University of Hong Kong (who advised Coca-Cola's entry into China);

Mike Hobday, University of Sussex (who advises the Malaysia Government on its 2020 policy);

Ingo Walter, Stern School of Business, New York University (who advises several major governments and corporate institutions on international banking and finance);

Chin Tiong Tan, National University of Singapore (who advises Singapore Airlines among other major companies);

Kong Yam Tan, National University of Singapore (who served as Singapore's Chief Economist and is currently its Chair to APEC) and

Ian Marsh, Professor of International Business, Australian Graduate School of Management.

Usha Haley was formerly Visiting Professor at the Managing Business in Asia Programme, Australian National University, Canberra. She also serves as a consultant on issues concerning strategic management, business-government relations and foreign direct investment for several multinational corporations in North America, Australasia, Europe and Asia.

Examines strategic management and organizational change in Asia Pacific from a number of different perspectives: local governments; local companies and MNCs. No other book covers this topic with such range and scope.

Quality contributors.

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