



Strategy for Success in Asia: Mastering Business in Asia

Andrew Delios, Kulwant Singh

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In order to achieve success, managers need to understand the strategic issues in Asia. *Strategy for Success in Asia* covers areas from the uniqueness of Asia like its economic and cultural diversity to the roles of governments and the importance of alliances. One of the first books to offer a perspective effective company strategy and how local and multinational companies can achieve strategic success in Asia. This important book is for anyone who has a stake in Asia or has plans to do business in it.

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