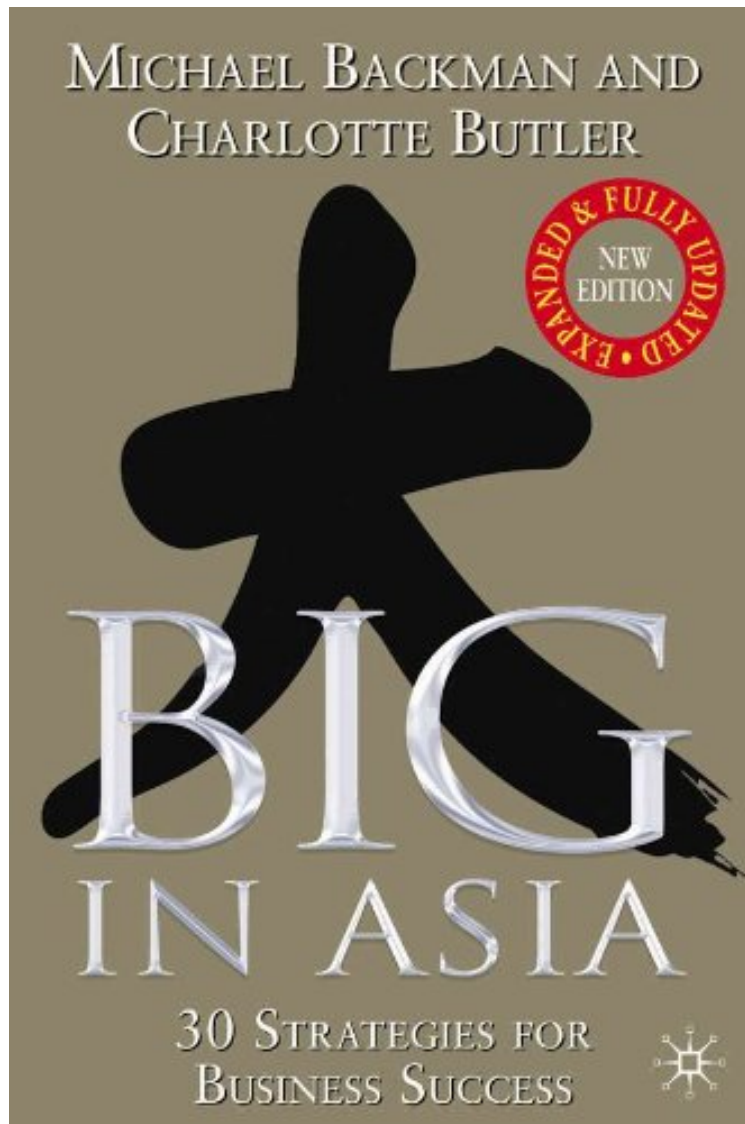


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## Big in Asia: 25 Strategies for Business Success

*M. Backman, C. Butler*

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**M. Backman, C. Butler : Big in Asia: 25 Strategies for Business Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Big in Asia: 25 Strategies for Business Success:

0 of 0 people found the following review helpful. Must Read before doing business on Asia!By ZillionAsia is the most dynamic and rapidly growing region in the world today, and is the place to be if you want to invest or grow a business globally. While most Western Managers have been very successful in growing their businesses in North America, they too often fail when they expand to Asia. This book presents detailed information about the business environment in Asia, legislation, competition, as well as a SWOT analysis of Asia. This book will give the reader a checklist of things that they need to know when dealing with family-owned firms in Asia, how to deal with corruption, how to counter

intellectual property abuse, how local laws play out, and how to avoid ethical traps in Asia. Also, executives are warned about the possible pitfalls in investing in Asia without a good understanding each country's unique cultures and laws. Unlike North America, it is very hard to obtain information about businesses in Asia. One reason is that most major Asian businesses are family-owned and privately held. Doing business in Asia is doing business with an Asian family. The second reason is that the journalists in most Asian countries are poorly paid and are usually bribed to only write favorable stories. Understanding how family-owned businesses work, and finding information about businesses in Asia is the key to a successful and profitable partnership with an Asian firm. There are approximately 30 million ethnic Chinese in South East Asia who control a disproportionate amount of business. They have made their fortune by being better than anyone else in getting information. A very important step to succeed in Asia is to understand the overseas Chinese, their business, their culture, and the differences between them. The two reasons overseas Chinese are successful in business are - 1) they have strong ties (guanxi) with Chinese in other countries to invest and trade, 2) They have institutions that allow them to conduct business in environments where there is little or no legal protection, or where corruption is rampant. In Asia, connections and relationships are more important than money. Knowing the right people can open doors to opportunities and give the western executive much-needed information. Having connections is not just a matter of knowing a lot of people - it is about cultivating sincere relationships that are the key to success in business in most Asian countries. Selling services is very difficult because Asian businesses put low value on intangibles like brand image and consultancy services. It is an industry with low margins and intense competition. Services that sell well in Asia are marketing and PR. Management consulting is becoming big business in Asia, especially China. Overall, this book is a good read and has well-researched information. The summaries at the end of each chapter can be used as handy references. The insights and perspectives presented are valuable to western executives who are looking to be Big in Asia.

Companies operating in post-crisis Asia find themselves confronted by obstacles that hinder development and progress. Written by two leading analysts, this book identifies the transformation of the competitive landscape in Asia. By focusing on the main difficulties faced by companies it provides a series of strategies for business success and show how to avoid failure in Asia. This is an essential guide for companies who wish to make it big in Asia.

'Many firms come to Asia without understanding its inner workings. This is dangerous, and they need help. This book provides such help with remarkable clarity and a mass of evidence. The authors have spent years accumulating the knowledge and insights that saturate the text, and they present their advice in a way which practitioners can relate to, directly and easily. This is a very hands-on guide to the core understandings needed to cope with the challenges of Asian complexities in business. Few books convey so well the real worlds of this dynamic and newly expanding region.' - Gordon Redding, Director, Euro-Asia Centre, INSEAD, France 'With meticulous analysis and lively writing, Backman and Butler show where the pitfalls and opportunities exist in the many markets of Asia. It's a useful guide to anyone interested in doing business - or already working - in the region, containing information and insights hard to find elsewhere.' - Justin Doebele, Senior Editor, Fobes Global, Singapore 'Don't read this book if you prefer to cling to your long-cherished prejudices about why we find it so tough to succeed in Asia. These tales from the the eastern front provide clear-headed and pragmatic explanations of all those things about Asian business which have been baffling you for years. It is packed full of real-life examples of the strategies which worked - and the ones which ended in disaster. For those who are embarking on an assignment in Asia, this book could save you a lot of pain - and a lot of money. For those of us who have already been in Asia for a few years, Big in Asia is still full of surprising revelations. It's also a real pleasure to read.' - Brian Dawes, General Manager, Al-Ahlia Industrial Projects, Kuwait, formerly Managing Director, Quintiles China; Managing Director, ICI Asiatic Chemicals, Thailand Of the author The brilliant young writer on regional business strategies. - Rowan Callick, Australian Financial 'The book is a rarity, a handy short cut to wisdom about working in the world's fastest growing region.' - Rowan Callick, Australian Financial 'Overall, this work is well written, integrative, and easy to understand. Highly recommended.' - J.W. Leonard, Choice About the Author MICHAEL BACKMAN specialises in Asian corporate practice. He also analyses the behaviour of Asian governments. He has a firmly established reputation for telling it like it is. He is the author of several books including the international bestseller Asian Eclipse: Exposing the Dark Side of Business in Asia, which was named by The Economist as one of the finest non-fiction books of the year. He is also an engaging conference speaker and columnist. He writes a regular Asian business column for the Melbourne Age newspaper. He has lived and worked in Asia. See [www.michaelbackman.com](http://www.michaelbackman.com) for more details. CHARLOTTE BUTLER is head of research at the INSEAD-Euro-Asia Comparative Research Centre. Her extensive research output over the last fifteen years has centred on a range of management issues in Europe and Asia-Pacific. In particular, her field-based work focuses on the growth of entrepreneurial firms and the influence of cross-cultural issues on joint ventures in the region. She has published over 50 case studies that are used by both Asian and western companies for executive training. and led several Workshops on business writing. In 2001 and again in 2005, her cases were prize winners in international competitions She is the co-author of Managers and Mantras and author of Dare to Do, which charts the evolution of a leading Asian

conglomerate.