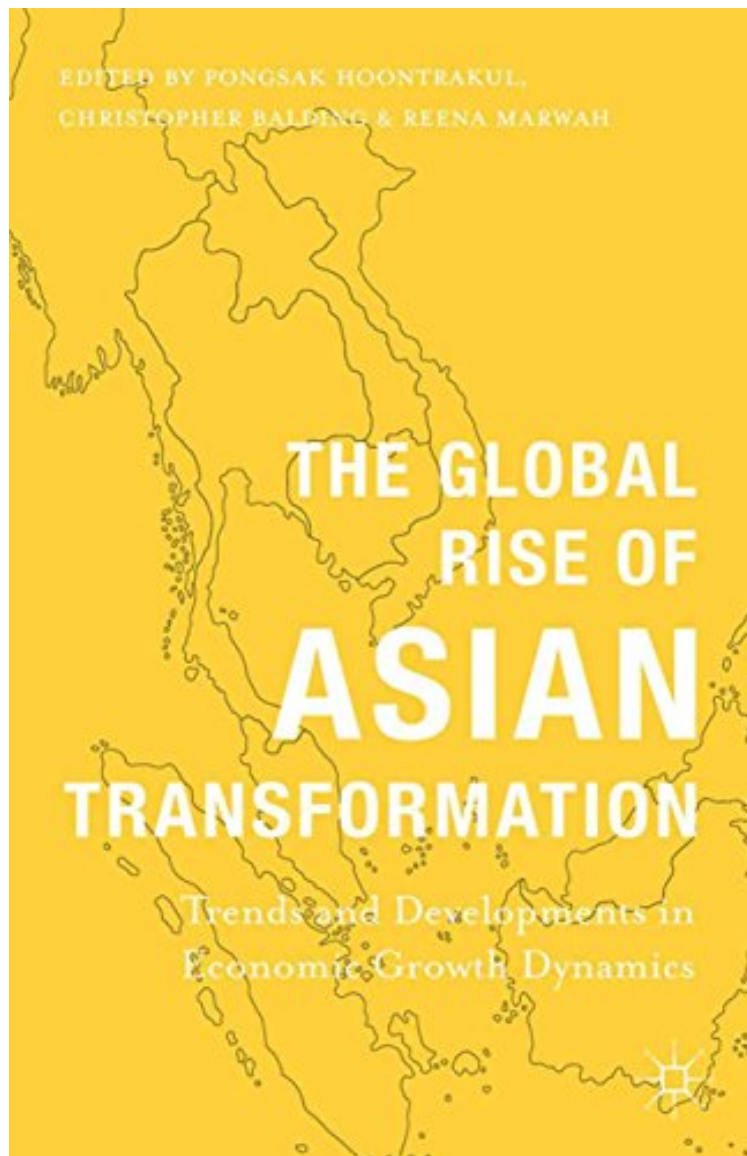


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The Global Rise of Asian Transformation: Trends and Developments in Economic Growth Dynamics

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Asian countries are catching up with the West by transforming their primarily agrarian societies into industrial powerhouses. Manufacturing is driving innovation, productivity growth, and higher standards of living for billions of Asians. In the colonial past, the Asian production and supply chains served Western consumers. The world is now poised to evolve, led by a unified Asian business landscape capable of driving sustainable global growth within industries and markets. *The Global Rise of Asian Transformation* provides insights into the complex process of macro-political and economic dynamics reshaping the business landscape throughout Asia. This edited collection lays bare the megatrends that are challenging the region, including emerging consumers, urbanization, infrastructure, climate change, and energy megatrends that will further bolster the region's world standing if governments and businesses handle them adeptly. Case studies of major international companies, such as Sony, Lenovo, and Tata Motors, are also included.

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