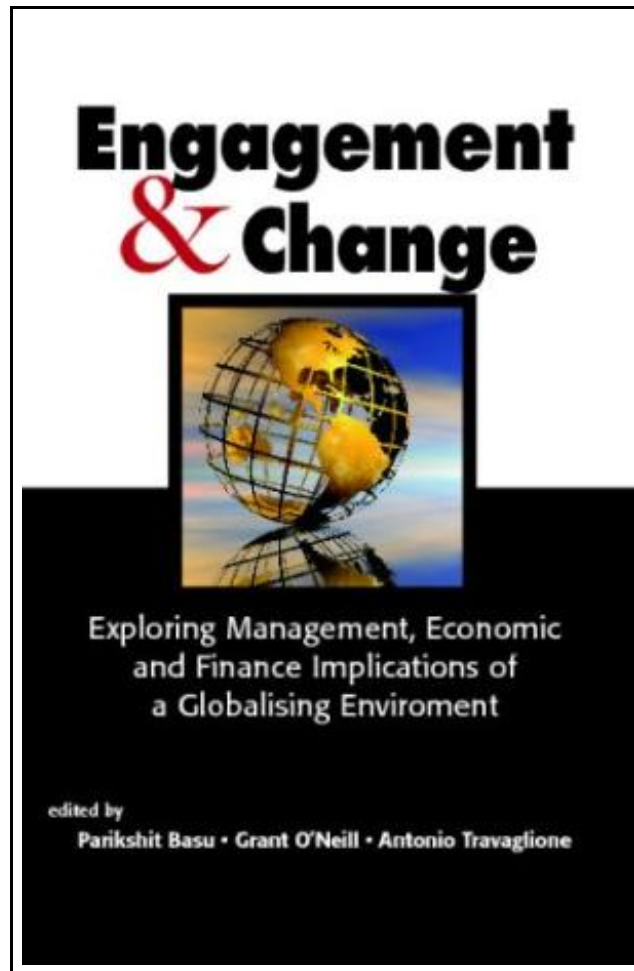


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Australian Academic Press. Paperback. Book Condition: New. Paperback. 298 pages. Dimensions: 8.3in. x 5.4in. x 0.7in. The phenomenon of globalisation came to the forefront of public interest in the 1990s and continues to exert a growing, powerful, and uneven effect upon the business, governments and societies of the world. Yet its very conceptualisation as espoused in the research literature remains unclear; its effects hotly debated. This book explores globalisation as something much more than an interconnectedness of economies, people and processes, taking it into the realm of a total transcendence in the power of nation-states and the emergence and growth of transnational actors, and flows of capital, products, people and information unprecedented in history. This is especially the case within the AsiaOceania region where globalisation is rapidly changing ways of doing business. Nations and their businesses must be increasingly competitive within, and beyond, the AsiaOceania region. Harnessing the potential benefits of globalisation is more important now than ever before. This book presents a response to the need for businesses and organisations to understand their context of operations, learn and change so that they, and the various populations across the region, may fully benefit and prosper from the opportunities of globalisation. In 23 chapters, distinguished contributors examine key issues facing business in countries including Australia, China, Hong Kong, India, Japan, Indonesia, New Zealand, Philippines, Singapore, Taiwan, Thailand across the major discipline areas of management, economics, finance, accounting and marketing. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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