



Strategy for Success in Asia: Mastering Business in Asia

By 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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Bibliography

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Editorial Review

From the Inside Flap

MASTERING BUSINESS IN ASIA

STRATEGY FOR SUCCESS IN ASIA

Strategy for Success in Asia is Uniquely suited to the analysis, formulation and implementation of strategic issues prevalent in Asia. This book emphasizes the need for business leaders to adapt time-tested strategy concepts and ideas to a regional business context and helps managers develop an appreciation and understanding of the unique business environment s in Asia. The book addresses issues such as national institutional diversity, the divergent roles of governments, and the resultant strategy issues.

Strategy for Success in Asia has several unique, defining features:

- It offers a fresh perspective of firm strategy and how local and multinational companies can achieve strategic success. The up-to-date ideas, concepts, examples and advice in the book it will appeal to managers and organizations across industries and countries.
- The abundance of rich case studies tie together the conceptual issues on strategy to demonstrate how strategic thinking can be successfully applied.
- It provides insights into important strategic topics such as managing acquisitions, alliances and growth strategies, dealing with governments in Asia, and developing strategies for regional expansion.

Strategy for Success in Asia is an indispensable guide for anyone who has an interest in strategy issues in Asia, who has a business stake in Asia or who has plans to do business in Asia.

From the Back Cover

MASTERING BUSINESS IN ASIA

STRATEGY FOR SUCCESS IN ASIA

...The competitive landscape is changing and as far as strategies are concerned, firms need some guidance in order to better prepare for future battles. *Strategy for Success* is a good source to begins this journey. – Philippe Lasserre, Emeritus Professor of Strategy and Asian Business, INSEAD

Leaders will gain from the wealth of information about firms in Asia, governments and government organizations, trading agreements, strategies for growth and success, and frameworks and concepts that underlie strategic thinking. The combination of rigorous analysis and applications to current events is particularly valuable. – Professor Gautam Ahuja, Chair, Corporate Strategy and International Business, Stephen M. Ross School of Business, University of Michigan

Written by two of the leading strategists housed in a premier Asian business school, *Strategy for Success in Asia* brings cutting edge strategy research to the rich, diverse, and rapidly changing Asian context. This is a much-needed books solidly grounded in theory and evidence. Without a doubt, it is the best in its breed on the subject. I am confident that this book will not only be studied and debated in Asia, but also around the world as part of the larger debate on global strategy. – Professor Mike W. Peng, Fisher College of Business,

The Ohio State University, Author of Global Strategy and Business Strategies in Transition Economics

Strategy for Success in Asia does an excellent job of capturing the complexities of two important puzzles for senior leaders: business strategy, and doing business and Asia. The book does an excellent job of providing guidance on how to deal with these puzzles. Current and future leaders of Asian firms and MNCs will gain tremendously from this book. – Chandru Rajam, Ph.D., Regional Director, Advisory Services, Economist Corporate Network

Professors Singh and Delios introduce a perspective on strategy that understands the interdependencies between the countries in which a firm operates, the resources and competencies it possesses, and the customers it serves. This is an excellent book for those interested in new and interesting ways to deal with the dynamic challenges facing firms operating in today's Asia. Strongly recommended! – Professor George Yip, London Business School, Author of Asian Advantage, and Total Global Strategy

About the Author

Kulwant Singh is Associate Professor at the Department of Business Policy, NUS Business School, National University of Singapore. He is co-author of the books, business Strategy in Asia: A Casebook and Surviving the New Millennium, Lessons from the Asian Crisis. His research and teaching interest examines issues related to competitive strategy and inter-firm cooperation, particularly in Asia and in technology intensive industries. This research has received Best Paper awards from the Academy of Management and the Administrative Science Association of Canada. He has consulted for or taught in programs for firms in Brunei, China, Dubai, England, France, Malaysia, Singapore, Sri Lanka, Taiwan, Thailand and Trinidad and Tobago.

Andrew Delios is Associate Professor and Head of the Department of Business Policy, NUS Business School. He is the chief editor of Asia Pacific Journal of Management. He is the author or co-author of the books International Business: An Asia Pacific Perspective, International Business in the Asia Pacific, Japanese Subsidiaries in the New Global Economy and Japanese Multinationals in the Global Economy. His research looks at foreign direct investment and global competition issues in emerging economies, and the International strategies of Japanese multinational corporations. His research has received awards from the Administrative Sciences Association of Canada and the Academy of International Business. Aside from his current residence in Singapore, he has lived or worked in Australia, Canada, China, Finland, Hong Kong, India, New Zealand, Sweden and the United States. He has written case studies and conducted research on companies situated in Canada, China, India, Italy, Hong Kong, Sweden, Japan and Vietnam.

Users Review

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