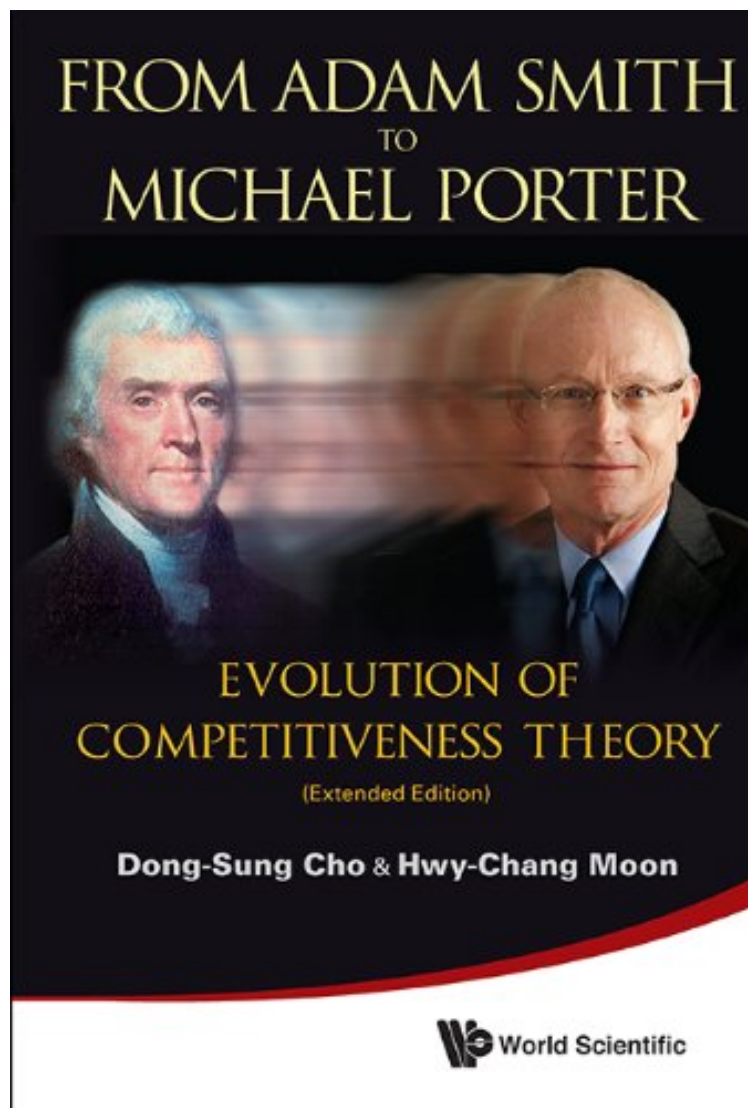


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From Adam Smith to Michael Porter: Evolution of Competitiveness Theory: 7 (Asia-Pacific Business Series)

Dong-Sung Cho, HwY-Chang Moon
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0 of 0 people found the following review helpful. Five StarsBy JuniorLiked the book! Very informative, exactly the

type of information I seek. 0 of 0 people found the following review helpful. Not at all useful
By Jackal
This is an awful book. Porter's diamond model is presented (originally in "Competitive advantage of nations", 1990). Focus of the current book is Alan Rugman's critique of the model from a Canadian perspective. The basic critique is that Canada sells a lot to the US so it is impossible to have a Canadian cluster. The authors do not seem to have an opinion on the critique. Instead they just report what other people (mainly Rugman) have said. Useless. I would welcome a general critique of Porter's model, but I would expect the authors to provide the general critique. Naturally, they should refer to Rugman's critique, but it should not be a main focus of the book. I am not familiar with any general critique of Porter's national/cluster competitiveness mode. One star
0 of 3 people found the following review helpful. I love that the cover includes pictures of two famous men
By Lawrence D.
I love that the cover includes pictures of two famous men... One's an economist. One's a former US president. Can you guess which is which?

With Foreword by Michael Porter
Following the success of the First Edition published in 2000, this extended edition of *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory* provides a thorough explanation of the evolution of international competitiveness theories and their economic and strategic implications. The theories range from classical theories such as Adam Smith's theory of absolute advantage, to new theories such as Michael Porter's diamond model. Professor Cho and Professor Moon have updated their research with their latest theoretical advancements, such as the double-diamond-based nine factor model, and MASI (Measure, Analyze, Stimulate, and Implement) model. This newly revised volume is suitable for International Economics, Business Strategy, and International Business courses on both the graduate and upper-division undergraduate levels. Policy makers and corporate managers will also find useful implications from this book's systematic integration and application of important competitiveness models.
Contents:
From Adam Smith to Michael Porter: Traditional Model: Theory
Traditional Model: Debate
New Model: Theory
New Model: Debate
Michael Porter and Theoretical Extensions:
Extended Model (1): The Generalized Double Diamond Model
Extended Model (2): The Nine-Factor Model
Extended Model (3): Double Diamond-Based Nine-Factor Model
Methodology for National Competitiveness Analysis
Michael Porter and Practical Extensions:
Application: Firm Level
Application: Industry Level
Application: National Level
Application: Other Areas
Readership: Business strategy and international business courses for graduate and upper-division undergraduate levels. Policymakers and corporate managers.

of the First Edition: "The authors provide perceptive, concise summaries of the significant theories from Adam Smith to Michael Porter, resulting in an excellent overview of economic thought as it pertains to trade." --Choice
From the Inside Flap
This book deals with important theories of international competitiveness and their strategic implications and practical applications. The theories range from classical theories such as Adam Smith's absolute advantage to new theories such as Michael Porter's diamond model. It also incorporates the latest theoretical advances, including the nine-factor model, the generalized double diamond model and the dual double diamond model. This newly revised volume is suitable for Business Strategy and International Business courses on both the graduate and upper-division undergraduate levels. It is also suitable for policy makers and corporate managers. Educators, students, and practitioners will find useful implications from this book's systematic integration and application of important competitiveness models.
About the Author
Dong-Sung Cho is Professor of Strategy, International Business and Management Design at Seoul National University (SNU). He received a doctoral degree from Harvard Business School in 1976 and worked at Gulf Oil's Planning Group before joining SNU in 1978. He was a Visiting Professor at HBS, INSEAD, Helsinki School of Economics, the University of Tokyo, Hitotsubashi University, University of Michigan, Duke, Peking, Zhejiang and Nankai Universities. Among the 57 books he has published are *The General Trading Company* by Lexington Books (1986), *Tiger Technology: the Rise of the Semiconductor Industry in Asia* by Cambridge University Press (1999), and *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory* by World Scientific (2000). He has served on the Board of Directors at 15 multinational companies and research organizations. He is Honorary Consul General of Finland in Korea. He was President of the Korean Academic Society of Business Administration and also chaired the Korean Association of Academic Societies, which is the umbrella organization of 651 academic societies that encompass humanities, social sciences, natural sciences, engineering, and others. He also co-chaired the Committee for Government Innovation Management and the Committee for Synergistic Cooperation between Big and Small Corporations jointly with the Prime Minister of Korea. Since 2008, Dr Cho has been in the Korean Presidential Council for National Competitiveness.
Hwy-Chang Moon received his PhD from the University of Washington and is currently a Professor of International Business and Strategy at the Graduate School of International Studies, Seoul National University. In parallel with his Seoul National University professorship, Dr Moon is Director of the Institute for Policy and Strategy on National Competitiveness. He has taught at the University of Washington, University of the Pacific, State University of New York at Stony Brook, Helsinki School of Economics and Business, Kyushu University, Keio University, and Hitotsubashi University. He was also a Visiting Professor at Tokyo University. On topics such as International Business Strategy, Foreign Direct Investment, and Cross-Cultural Management, Professor Moon has published numerous journal articles and books, including *Global*

Business Strategy: Asian Perspective in 2010 by World Scientific. He has contributed to the field of International Business, particularly by developing several new analytical tools, including the generalized double diamond approach to international competitiveness and the imbalance theory of foreign direct investment. Professor Moon is currently the editor-in-chief of the Journal of International Business and Economy. He has served as a consultant to many international companies, international organizations (APEC, World Bank, UNCTAD), and governments (Malaysia, Dubai, Azerbaijan, Guangdong Province of China).