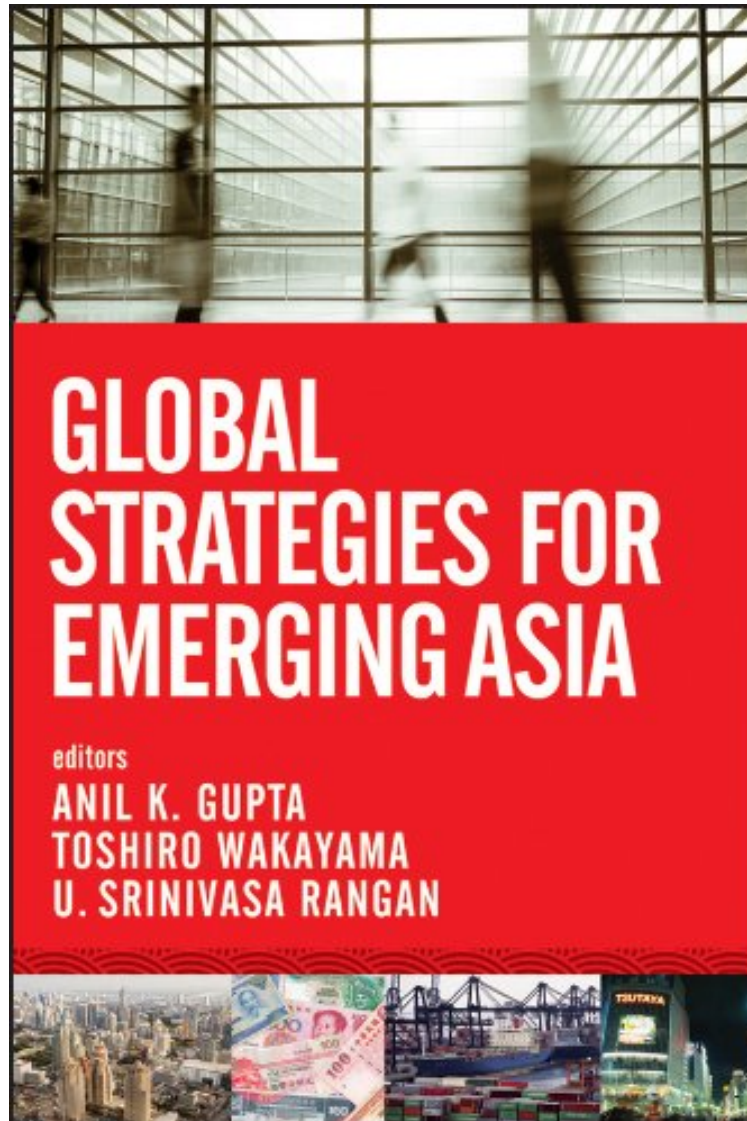


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## Global Strategies for Emerging Asia

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From the Inside Flap Global Strategies for Emerging Asia brings together the latest ideas and in-depth case analyses from leading academics and practitioners to provide a comprehensive guide to succeeding in the burgeoning Asian marketplace. This important resource offers a discussion of how the changing dynamics of the global economy will determine the characteristics of the global enterprises that emerge as the new winners ten years from now. It also shows how new business models are needed to serve consumers in emerging markets and presents analysis of the tension between the need for local adaptation with the need for global integration. Other topics in the book include how companies can fight and win against low-cost competition from Asian companies, how to transfer homegrown management practices to Asia, how to safeguard the company's intellectual property in China, and how to leverage India as a platform to revitalize the company's innovation capabilities. The book contains case studies and analyses of a number of companies including Toyota, Hyundai, Panasonic, Honda, IBM, Tata Steel, Hindalco, Jaguar Land Rover, Bharat Forge, Lenovo, Bharti Airtel, Geely, Sasken, and Strand Life Sciences. Global Strategies for Emerging Asia also contains an empirical analysis of the stock market performance of all large foreign acquisitions by Indian companies during the years 2000-2009 and offers conceptual frameworks that explain why there has been a quantum jump in foreign acquisitions by Chinese and Indian firms. A resource for competing in today's international market, Global Strategies for Emerging Asia offers executives and managers a guide for navigating the new global reality; that of Asia as the world's emerging center of gravity.

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About the Author Anil K. Gupta is the Michael D. Dingman Chair in Strategy and Entrepreneurship at the Smith School of Business, the University of Maryland, and a visiting professor of strategy at INSEAD. A world-renowned scholar on global strategy, he is a regular speaker at major conferences and serves as an adviser and director for corporations in the United States, Europe, and Asia. Toshiro Wakayama is a professor of innovation and strategy at the Graduate School of International Management, International University of Japan. U. Srinivasa Rangan holds the Luksic Chair Professorship in Strategy and Global Studies at Babson College. Known for his research on globalization, strategic management, and national competitiveness, he has consulted with and taught in executive education programs for firms in Asia, Europe, and North America.