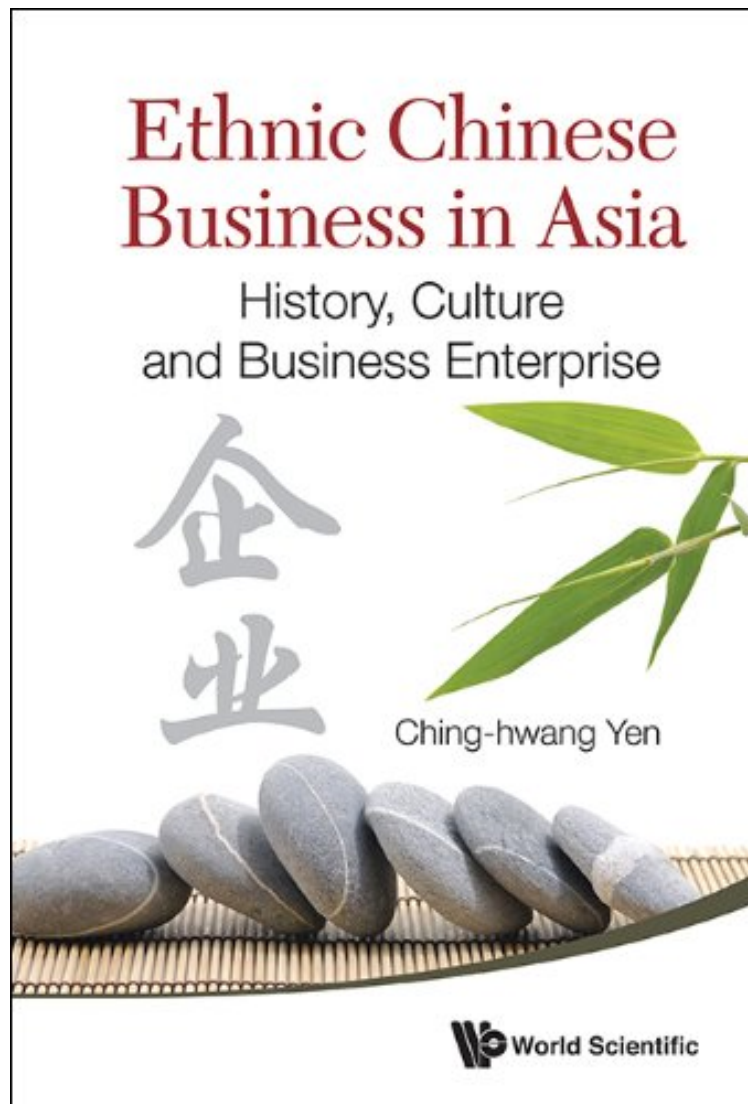


Ethnic Chinese Business in Asia:History, Culture and Business Enterprise

Ching-hwang Yen

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Ching-hwang Yen : Ethnic Chinese Business in Asia:History, Culture and Business Enterprise before purchasing it in order to gage whether or not it would be worth my time, and all praised Ethnic Chinese Business in Asia:History, Culture and Business Enterprise:

This unique volume provides a broad introduction to the ethnic Chinese business in Asia, with focus on the ethnic

Chinese in East and Southeast Asia. The growing interest in ethnic Chinese business reflects its importance in these two regional economies, and its relations with China's economy — the world's new economic powerhouse. It examines the nature and characteristics of the ethnic Chinese business, such as business networks, family business and conglomerates, concepts of xinyong and guanxi, and entrepreneurship and management. It also examines the input of history and culture in the formation and operation of ethnic Chinese business. The second half of the book is devoted to detailed regional studies, covering the Chinese in Thailand, Malaysia and Singapore, Indonesia, the Philippines, Hong Kong and Taiwan. This book provides an excellent introduction for tertiary students in business schools, and for prospective businessmen who wish to do business with the Chinese in East and Southeast Asia.

Contents: The making of the Ethnic Chinese Communities in Southeast Asia
Historical Roots of the Chinese and Ethnic Chinese Businesses
The Rise of Modern Ethnic Chinese Business Enterprise
Ethnic Chinese Family Business and Conglomerates
The Concepts of Xinyong and Guanxi
The Ethnic Chinese Businessmen and Entrepreneurship and Ethnic Chinese Management
The Ethnic Chinese business in Thailand, Malaysia and Singapore, Indonesia, the Philippines, Hong Kong and Taiwan
Readership: Tertiary students in business schools and prospective businessmen who wish to do business with the Chinese in Asia.

From the Inside Flap
This unique volume provides a broad introduction to the ethnic Chinese business in Asia, with focus on the ethnic Chinese in East and Southeast Asia. The growing interest in ethnic Chinese business reflects its importance in these two regional economies, and its relations with China's economy the world's new economic powerhouse. It examines the nature and characteristics of the ethnic Chinese business, such as business networks, family business and conglomerates, concepts of xinyong and guanxi, and entrepreneurship and management. It also examines the input of history and culture in the formation and operation of ethnic Chinese business. The second half of the book is devoted to detailed regional studies, covering the Chinese in Thailand, Malaysia and Singapore, Indonesia, the Philippines, Hong Kong and Taiwan. This book provides an excellent introduction for tertiary students in business schools, and for prospective businessmen who wish to do business with the Chinese in East and Southeast Asia.