

# Services Marketing An Asia Pacific Perspective

## Hardcover

International Relations Theory and the Asia-Pacific  
The International Politics of the Asia-Pacific  
Public Relations in Asia Pacific  
The New Global Politics of the Asia-Pacific  
International Business in the New Asia-Pacific  
Internationalization and Managing Networks in the Asia Pacific  
Rivalry And Cooperation In The Asia-pacific:  
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Strategic Cultures in the Asia-Pacific Region  
The Financial Inclusion Landscape in the Asia-Pacific Region: A Dozen Key Findings  
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New Dimensions of Connectivity in the Asia-Pacific  
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National Power in the Asia-Pacific India as an Asia Pacific Power The New Global Politics of the Asia Pacific Asia-Pacific Regional Security Assessment 2022 Shifting Power in Asia-Pacific? New Dimensions of Connectivity in the Asia-Pacific *G. John Ikenberry Michael B. Yahuda Mary M. Devereux Michael K. Connors Terry Wu Nipawan Thirawat Mark Beeson Richard A. Maidment Ken Booth Mrs. Sarwat Jahan Jörn Dosch Joseph A. Camilleri Andrew Mack Christoph Antons Ashley J. Tellis David Brewster Michael K. Connors The International Institute for Strategic Studies (IISS) Enrico Fels Christopher Findlay*

looking at approaches to understanding the interactions among three critical players china japan and the united states the authors of this text show that understanding the effects of cultural divides between asian and american policymakers is crucial to building effective policies in the future

michael yahuda s extremely successful textbook introduces students to the international politics of the asia pacific region since 1945

public relations in asia pacific reflects the growing professionalism in the practice of public relations in the world s fastest expanding economy it is a carefully drawn road map both strategically and tactically for all manner of entities for profit and not for profit on how to establish and maintain effective relationships with their numerous stakeholders particularly insightful are the many examples of public relations in action within the asia pacific region it s a must read for those interested in public relations careers and those new to the profession and it s a first rate refresher for the established professional harold burson founding chairman burson marsteller worldwide mary devereux and anne peirson smith have combined their considerable talents and experience to produce a bible of how public relations is and should be practiced in the asia pacific one of its many virtues is that it debunks the myth that pr is just one long lunch hosted by caricature svengalis and spin doctors rather it sets the profession in a cultural context that will be valuable to those starting at pr 101 professionals and corporate executives who want to know how truth can be well told with all due credit to mccann erickson kerry mcglynn special adviser corporate communication department cathay pacific airways as greater social pluralism stakeholder influence and internet driven consumer sophistication and

empowerment grow relentlessly across nearly all asian societies public relations in asia pacific is a timely guide to the critical role of good public relations clear helpful and with a wealth of good examples of how best practice pr in action can make real and tangible contributions to governments businesses ngos as well as to ordinary people this is essential reading for anyone concerned with how to communicate well in the world s fastest growing economic region tim sutton chairman asia pacific weber shandwick in an increasingly globalized world public relations practices and strategies become critical for organizations to communicate effectively to their diverse audiences worldwide this book is therefore an extremely timely and relevant contribution to pr students and practitioners in the asia pacific region as it provides not only a comprehensive overview of the essential concepts and skills of public relations but also specific case studies which illustrate tactical uses of public relations across a wide range of issues and countries in my opinion this book fills a major gap in the understanding of public relations concepts and practices and will constitute a fundamental resource for all those who aspire to excel within the field dr indrajit banerjee secretary general asian media information and communication centre amic

now in its new and fully updated third edition the new global politics of the asia pacific continues to provide a compelling analysis of a region undergoing dramatic changes based on new research and offering fresh interpretation this edition evaluates the prospects for continuing us dominance in the asian century whilst presenting evidence for a multifaceted beijing strategy which aims to counter the us by building an alternative regional order it also explains japan s definitive departure from its limited military role providing an introductory guide for the main frameworks needed to understand the region including realism liberalism and critical theory this new edition is reader friendly and offers sophisticated competing explanations key content includes intra regional conflicts in the south china sea and the korean peninsula the different responses within the asia pacific to the globalization of western ideas of democracy and political economy the underappreciated success of the association of southeast asian nations in building a regional identity the european union s soft power in the region a highly topical account which offers an overview of the main actors institutions and contemporary issues in the asia pacific the book will be essential reading for undergraduate

students of asian studies international politics and anyone interested in the region

the asia pacific region sustaining more than four decades of rapid growth has emerged as an economic force comparable in significance to europe and north america this book examines the economic geopolitical technological demographic and cultural forces that shape the international business strategies in the asia pacific region specifically it examines the seismic shifts in global business environment since the new century and addresses emerging opportunities and threats in the asia pacific region this book offers new insights for international business in areas such as trade policy supply chains international investment technological innovation international marketing digital economy and human resources the enclosed comprehensive and diverse analyses of the international business landscape in the new asia are invaluable to scholars managers politicians and policy makers alike this book is engaging and informative it presents a collection of diverse and cutting edge topics that offer new insights into international business activities in the asia pacific region raising questions for debate and opening pathways for future research a must read book for international business scholars hussain g rammal university of technology sydney australia this book offers a comprehensive introduction to the general business environment in asia it highlights the complexities and dynamics of doing business in asia and provides insightful understandings of emerging issues in the region the chapter by chapter analyses of the region depict the rich thematic contexts in which key issues and challenges facing corporate executives as well scholars in international business i believe that this book is valuable for students of international business global business environment and regional studies hongxin zhao saint louis university usa

internationalization and managing networks in the asia pacific consists of theories and analysis in sections that are related to network management the power of business networking and the significance and role that business networking plays in propelling organizations towards international business especially in asia moreover it includes stakeholder theory and applications of relevant theories to assist in identifying key stakeholders in the asean economic community aec the first section contains various fascinating headings such as analysis of stakeholders needs

negotiation techniques with stakeholders relationship management with stakeholders and the role of network management in expanding international business within asia the second section emphasizes internationalization theories and empirical evidence with case studies of asian multinational companies that have succeeded in expanding abroad such as singaporean taiwanese thai malaysian and indonesian companies these help provide guidelines of analysis for the adaptations these companies made to internationalize successfully market penetration strategies used for the aec and international expansion of asian companies across countries in asia and other continents in addition an included debate provides information on the applications of business networking and internationalization theories best practices and development policy recommendations along with a discussion of the role of the public sector in supporting overseas expansion of the private sector consists of two interesting and important topics about network management and internationalization focuses on the role of asian companies including international activities includes case studies and empirical evidence from works by researchers and experts on network management and international business expansion provides policy advice to the public sectors within asia on formulating and implementing policies offers insight into the role of the public sector in supporting international business activities of the private sector

rivalry and cooperation in the asia pacific provides a comprehensive and accessible introduction to the most important strategic and economic region in the world asia pacific is a region that is undergoing a major transformation largely as a consequence of the rise of china and its growing rivalry with the united states whatever happens in the asia pacific will profoundly influence global events not just regional ones looking ahead the region s future direction and even its name is contested and uncertain this two volume reference work by one of the world s leading analysts of regional affairs places these events in historical context and considers what they may mean for future political economic and strategic relations by focusing on the united states china and the region s most significant middle powers the book explains why and how the asia pacific has become the fulcrum of international events

this text examines the crucial social and cultural factors associated with the rise of the asia pacific at the end of the 20th century

a multinational and inter disciplinary group of contributors have written original essays in this book to provide the first profile of the strategic cultures of the states of the asia pacific region

financial inclusion is a multidimensional concept and countries have chosen diverse methods of enhancing financial inclusion with varying degrees of results the heterogeneity of financial inclusion is particularly striking in the asia pacific region as member countries range from those that are at the cutting edge of financial technology to others that are aiming to provide access to basic financial services the wide disparity is not only inter country but also intra country the focus of this paper is to take stock of the current state of financial inclusion in the asia pacific region by highlighting twelve stylized facts about the state of financial inclusion in these countries the paper finds that the state of financial inclusion depends on several factors but a holistic approach calibrated to specific country conditions may lead to greater financial inclusion

the focus of this book is the changing pattern of international politics in the asia pacific region on the eve of the 21st century with particular reference to the role of the united states asean japan china and the emerging role of latin america as well as multilateral cooperation forums such as apec arf and cscap the analysis is not based on a single theoretical approach but instead employs different perspectives

regionalism in the asia pacific is a complex and rapidly evolving phenomenon this volume explores the relationship between globalization and regionalization between states markets and civil society and between us hegemony and asian aspirations

this volume brings together distinguished scholars to assess the literature on international regimes and to explore the relevance of organizations such as nafta gatt csce and the eu for the asia pacific region the contributors also evaluate whether lessons for promoting cooperation in the security field can be drawn from the recent successes in regional economic cooperation pacific cooperation will be essential

reading for policymakers academics and anyone with an interest in understanding the prospects for promoting stability and prosperity

this book is highly topical the shift from the multilateral wto negotiations to bilateral and regional free trade agreements has been going on for some time but it is bound to accelerate after the wto doha round of negotiations is now widely regarded as a failure however there is a particular regional angle to this topic as well after concluding that further progress in the doha round was unlikely pacific rim nations recently have progressed with the negotiations of a greatly expanded trans pacific partnership agreement that includes industrialised economies and developed countries such as the united states japan australia and new zealand recently emerged economies such as singapore but also several developing countries in asia and latin america such as malaysia and vietnam us and eu led efforts to conclude ftas with asia pacific nations are also bound to accelerate again after a temporary slowdown in the negotiations following the change of government in the united states and the expiry of the us president s fast track negotiation authority the book will provide an assessment of these dynamics in the world s fastest growing region it will look at the ip chapters from a legal perspective but also put the developments into a socio economic and political context many agreements in fact are concluded because of this context rather than for purely economic reasons or to achieve progress in fields like ip law the structure of the book follows an outline that groups countries into interest alliances according to their respective ip priorities this ranges from the driving forces of the eu us and japan via asia pacific resource rich but ip poor economies such as australia and new zealand recently emerged economies with strong ip systems such as singapore and korea to leading developing countries such as china and india and second tier industrializing economies such as thailand malaysia and indonesia

the emergence of india as a regional and potentially global power is forcing us to rethink our mental map of the asia pacific we are only just beginning to discern how india may alter the global economic landscape how will the rise of india change the strategic landscape of asia and beyond this book provides a comprehensive assessment of india s international relations in the asia pacific a region which has not

traditionally been understood to include india it examines india s strategic thinking about the asia pacific its relationships with china and the united states and india s increasingly close security ties with other major countries in the region it considers the consequences of india s rise on the asia pacific strategic order and asks whether india is likely to join the ranks of the major powers of the asia pacific in coming years

first published in 2005 routledge is an imprint of taylor francis an informa company

the asia pacific regional security assessment examines key regional security issues relevant to the policy focused discussions of the iiss shangri la dialogue asia s premier defence summit convened by the international institute for strategic studies it is published each year in association with the dialogue and the issues analysed within its covers are central to discussions at the event among the topics explored are us indo pacific strategy alliances and security partnerships chinese perspectives on regional security taiwan s security and the possibility of conflict the continuing challenges posed by north korea s nuclear and missile programmes the nuclear dynamics of sino american security relations air and naval operations in the asia pacific sino american technology competition japan s competition and cooperation with china india s role in the quadrilateral security dialogue quad the evolving regional security engagement of european states and the european union china s role as an upstream state in the mekong sub region and the climate crisis and asia pacific security as this volume goes to press the war in ukraine overshadows the international security landscape and many chapters in this volume touch on the conflict s ramifications for security in the asia pacific authors include leading regional analysts and academics at the forefront of research and analysis aidan foster carter james crabtree peter a dutton brian eyler michael green sheryn lee jeffrey g lewis tanvi madan jeffrey mazo ben schreer yun sun nicholas szechenyi brendan taylor ashley townshend and paul triolo

this book investigates whether a power shift has taken place in the asia pacific region since the end of the cold war by systematically examining the development of power dynamics in asia pacific it challenges the notion that a wealthier and militarily more powerful china is automatically turning the regional tides in its favour with a special emphasis on sino us competition the book explores the alleged linkage between the



regional distribution of relevant material and immaterial capabilities national power and the much cited regional power shift the book presents a novel concept for measuring power in international relations by outlining a composite index on aggregated power ciap that includes 55 variables for 44 regional countries and covers a period of twenty years moreover it develops a middle power theory that outlines the significance of middle powers in times of major power shifts by addressing political military and economic cooperation via a structured focused comparison and by applying a comparative historical analysis the book analyses in depth the bilateral relations of six regional middle powers to washington and beijing

there is no bigger policy agenda in the east asian region than connectivity costs of international connectivity are indeed falling in the movement of goods services people and data leading to greater flows and to the reorganisation of business and the emergence of new forms of international transactions there are second round effects on productivity and growth and on equity and inclusiveness participating in trade across borders involves significant set up costs and if these costs are lowered due to falling full costs of connectivity more firms will participate which is a driver of productivity growth and innovation at the firm level connectivity investments are linked to poverty reduction since they reduce the costs of participating in markets this volume includes chapters on the consequences of changes in both physical and digital connectivity for trade for the location of economic activity for forms of doing business the growth of e commerce in particular and for the delivery of new services especially in the financial sector a study of china s belt and road initiative bri is also included these studies are preceded by an assessment of the connectivity performance in the asia pacific region and followed by a discussion of impediments to investment in projects that contribute to productivity the collection as a whole provides the basis for a series of recommendations for regional cooperation the pacific trade and development paftad conference series has been at the forefront of analysing challenges facing the economies of east asia and the pacific since its first meeting in tokyo in january 1968

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