



The Changing Face of Multinationals in South East Asia (Working in Asia)

Tim Andrews, Bryan J. Baldwin, Nartnalin Chompusri

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This book examines how and why corporate strategy, structure and culture is continuing to change markedly in South East Asia. Among the issues that have forced widespread changes in the region are the economic meltdown, the growth in electronic technology, regional market integration, changing levels of education, business process standardisation and transparency measures, the rise in 'corporate governance' and political developments among the targeted countries. Specifically, this book discusses the changing nature of MNC business culture, strategy and practice in the ASEAN regional trading bloc. This comprises Thailand, Vietnam, Myanmar, Lao PDR, Malaysia, Singapore, Indonesia, Brunei and the Philippines. This book provides a rich and detailed account of how and why these organisations are evolving and restructuring in the post-economic crisis era. Multiple, in-depth case-studies are incorporated from the point of view of participants.

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