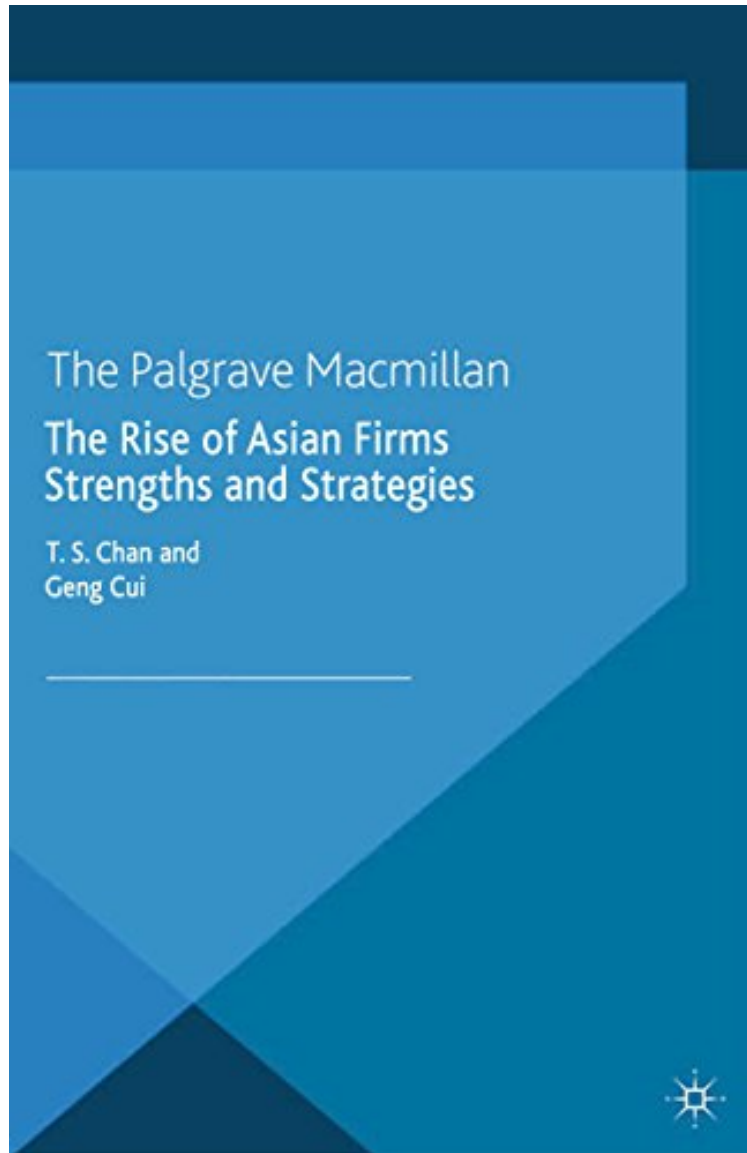


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Asian economies have become a driving force in the world economy, so are the Asian firms, especially those from emerging markets. This book presents a collection of articles that address the strengths and strategies of the rising Asian firms in the process of internationalization and the challenges they face.

About the Author T.S. Chan began his higher education career in 1975. He has considerable experience as a researcher and senior administrator. In addition to his current position at Lingnan University, Hong Kong, he has held various teaching appointments at The Chinese University of Hong Kong, Indiana University at Bloomington, USA, and Saint Mary's University, Canada. Geng Cui is Professor of Marketing and International Business at Lingnan University, Hong Kong. His research interests include consumer behaviour and marketing in China, foreign direct investment strategies and performance, and quantitative models in marketing. His works have appeared in leading academic journals. He has been a consultant to local and overseas organizations on business and marketing strategies in China.