

Recent Books of Business - December 2008

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India's Global Wealth Club : The Stunning Rise of Its Billionaires and the Secrets of their Success / Geoff Hiscock
Singapore : John Wiley & Sons (Asia) Pte. Ltd., c2008 294p. ; 23cm.
9780470822388
\$ 29.95

"The Indian entrepreneur is spearheading India's advance towards the forefront of the world economy. This book reviews and retraces the formidable path of those individuals who have spurred the growth of Indian businesses and are at the heart of India's economic fabric today. Be they 'first' or 'second' wave businessmen and women, they stand out by their creativity, sharp-mindedness, and hard work and self confidence. They have opened a new chapter in India's history by propelling their businesses into internationally competitive multinationals and are New Business Inspiration and Hope for the Oppung citizens of India Davies.

Singapore : World Scientific Publishing Co. Pte. Ltd., c2008
World Scientific Series on 21 Century Business, Vol. 1
248p. ; 23cm. Includes bibliographical references and index.
ISBN-13 : 9789812790422st
ISBN-10 : 981279042X

1. India—Commerce—21 century.
 2. India—Economic conditions.
 3. India—Social conditions
- \$ 29.95

New Business in India is focused on how to enter the Indian domestic market, which is currently growing at nearly 10% per annum. The book is important as it is based on first-hand experience and real insights into the market in India, establishing a company and business, and developing the marketing and sales programme for both business-to-business (B2B) and business-to-consumer (B2C) companies. Serving as a comprehensive introduction to entering the market, this book, in short, is able to take business planners and developers working in both large and small companies through the processes they must address in order to establish a successful business in India at a time when there is a first-mover advantage.

Managing for Success in Vietnam / Pam Scott & Wayne Bannon
Ho Chi Minh: Tre Publishing House, 2008
169p,; 24cm
\$ 25.00

While Vietnam continues to ride its current wave of rapid economic growth, it also faces serious challenges.

Based on original empirical research, *Managing for Success in Vietnam* provides insights into those challenges, offering practical strategies to potential and current business leaders and managers in Vietnam.

Work-Life Balance: Best Practices from Family-Responsible Employers and Executives
/ Ma. Victoria Q. Caparas (Ed)

Pasig City: Center for Research and Communication Foundation, Inc., 2008

viii. 134p,; 23cm

ISBN-13: 9789719178682

\$ 27.50

Glocal Marketing Myth or Reality / Suhaimi Saidin

Selangor : Proexpo Communications, 2007

137p,; 23cm

ISBN-13: 9789834351106

1. Marketing

2. Globalization

\$ 19.95

Opportunities and Challenges for Hong Kong's Fashion Design Services Industry
2008

Hong Kong: Research Dept. Hong Kong Trade Development Council

iv. 33p,; 26cm

ISBN: 9789889980474

\$ 33.50

Tapping the Green Manufacturing Opportunities in the Pearl River Delta 2008

Hong Kong: Research Dept. Hong Kong Trade Development Council

iv. 44p,; 26cm

ISBN: 9789889980481

\$ 32.00

India: A Challenging market with Promise in South Asia 2008

Hong Kong: Research Dept. Hong Kong Trade Development Council

v. 64p,; 26cm

ISBN: 9789889980405

\$ 32.00

Indonesia: An Alternative Production Base and Emerging Market for Hong Kong Companies 2008

Hong Kong: Research Dept. Hong Kong Trade Development Council

iv. 57p,; 26cm

\$ 18.00

Mainland/Taiwan Technological Cooperation – Hong Kong the Services Platform 2008

Hong Kong: Research Dept. Hong Kong Trade Development Council

iv. 27p,; 26cm

\$ 18.00

Hong Kong: Asia's Premier Fund-raising Platform and Investment Gateway 2008

Hong Kong: Research Dept. Hong Kong Trade Development Council, 2008

iii. 47p,; 26cm

ISBN: 9789889980429

\$ 18.00

The Essence of the New-Century Leaders : Self-Perfection and Beyond / Andrew C F Chan, Emmeline Mok & Shirley Leung (Eds)
Hong Kong: Infolink Publishing Ltd., 2008
187p,; 23cm
ISBN-13: 9789628960392
CUHK EMBA Series 2
\$ 15.95

KFC in China: Secret Recipe for Success / Warren K. Liu
Singapore: John Wiley & Sons (Asia) Pte Ltd, 2008
xiii. 191p,; 23cm
ISBN-13: 9780470823842
\$ 30.00

From Elephant to Jaguar: How to Win in China with Management Consultants / Gregg Li, Charles Foley & Alfred Ho (Eds)
Hong Kong: MCCM Editions, 2004
311p,; 24cm
ISBN-13: 9789889761042
\$ 34.50

Mergers & Acquisitions in China
Hong Kong : China Briefing Media Ltd., 2008
106p,; 21cm
ISBN-13: 9789889972776
\$ 40.00

This brand new guide takes a detailed look at all aspects of purchasing part or all of a business in China. Written specifically for businesses to understand all the nuances of China M&A, it details the complete regulatory processes involved as well as the differences that arise when handling M&A between private Chinese companies, Chinese State-Owned Enterprises, and Chinese Listed Corporations. It also deals with the acquisition of bankrupt assets and auction procedures.

China Emerging: 1978-2008 How Thinking about Business Changed / Wu Xiaobo;
Translated by Martha Avery
Beijing: China Intercontinental Press, 2008
195p,; 23cm
ISBN-13: 9787508513638
\$ 15.95

Proceedings of The International Conference on Chinese Enterprise Research 2007
Singapore: World Scientific Publishing Co. Pte Ltd., 2008
xvii. 390p,; 25cm
ISBN-13: 9789812834713
\$ 78.00
