



# Case Studies in Asian Management

*HAGHIRIAN PARISSA*

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There is a lack of knowledge on how corporations in Asia develop strategies, organize their work processes and deal with competition. Western managers and business students need to know more about Asian corporations and their management styles. Learning about Asia, however, has always been a challenging task. The main challenge is the complexity encountered when dealing with Asian management issues, which differ not only for different countries, but also for different types of businesses, not to mention national management preferences and styles.

This book tries to fill this gap, by presenting case studies of various Asian countries including China, Japan, India, Korea and The Philippines. The case studies are as diverse as management activities in Asia can be and include a variety of different companies in several Asian countries.

This book attempts to present an overview on the variety and complexity of management and business processes in Asian countries. It intends to support business people and students of international management to get a deeper understanding of Asian management practices by presenting practical examples of Asian firms and their strategies.

### Contents:

- Introduction
- **The People's Republic of China:**
  - FamilyMart's China Expansion (*TsingHsuan Kuo*)
  - Alibaba: Facing Its Thieves (*Xiaozhou Wu*)
  - Li Ning: Make the Change (*Jiawen Tu*)
  - Shiseido in China — When Politics Interferes with Business (*Kaoutar Lazrak*)
- **Japan:**
  - UNIQLO: A Stitch in Time (*Beatrice Reboux*)
  - The Suntory Highball Revolution: Can a Type of Drink Save an Industry? (*Thomas Anderson III*)
  - A Tale of Three Companies: The Survival Strategies of Sony, Hitachi, and Canon (*David Trappolini*)
- **India:**
  - Doing It the Toyota Way in India? Managing Unsettled Labor Relations at the Toyota Subsidiary in India (*Christian Knuth*)
- **Korea:**
  - KIA MOTORS Facing Globalization Challenges (*Marc David Hercaud*)
- **The Philippines:**
  - Brightening Philippine Airlines (PAL): Strategizing for the Future of Asia's Pioneer and Sunniest Air Transporter (*John Paul D Antes*)
  - The Birth of the WATERCCOOP in Cagayan de Oro City (*Anselmo B Mercado*)
- **Cross-Cultural Encounters:**
  - Visiting my Australian Friend's House (*Mai Kaneshiro*)
  - A Peek on the Cheek (*Emi Inamoto*)

**Readership:** Students, business people and professionals interested in Asian management styles, practices

and strategies.

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