

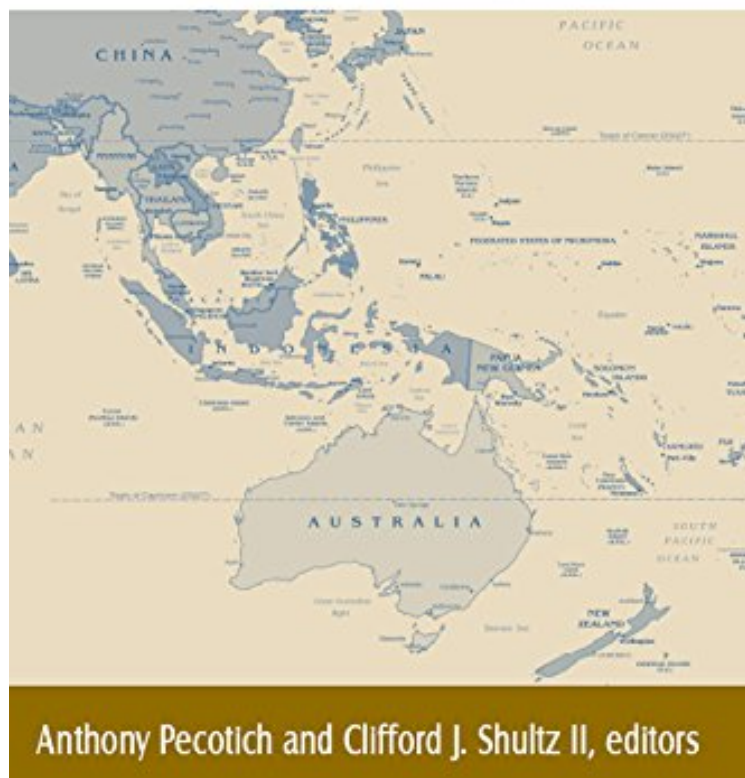
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# Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand: East Asia, Southeast Asia, Australia, New Zealand

*Anthony Pecotich, Clifford J Shultz*

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\*Particularly over the last few decades, significant economic and social progress has increased the importance of Asian markets and economies relative to other regions of the world. Although progress has been somewhat erratic and has not affected all nations to the same degree, some observers see the possibility of a gradual shift in power from the Atlantic to the Pacific. The upward struggles of Asian economies, including Australia and New Zealand, as well as their potential for further development, are captured in this work, which draws the expert insights of 39 contributors into a single volume via the editing of Pecotich (Univ. of Western Australia) and Shultz (Arizona State Univ.). The challenging task of instilling coherence into disparate contributions was aided by utilizing a common framework of eight systems in examining each country: natural environment/geography, political, economic, social, knowledge, educational, executive, and marketing. The framework was employed, as circumstances permitted, as a guide through the 18 chapters, each covering a single country in the region. Chapters contain extensive references, and statistical data were condensed into tables where appropriate. Those seeking marketing, economic, and cultural information relative to Pacific nations will find this handbook a convenient and accessible resource. Summing Up: Recommended. Public, academic (lower-division undergraduate and up), and professional collections. -- W. C. Struning, emeritus, Seton Hall University

East and Southeast Asia is a vast and complex region. Its countries have a bewildering array of histories, demographics, economic structures, cultural backgrounds, and global marketing potential. This Handbook unravels the mystery. Each chapter is written by a country specialist and provides a thorough and up-to-date analysis of one of the ESEA countries. Each author follows a consistent model and covers geography and natural resources, the political system, the economic system, the social system, and the marketing environment. Complete chapters are devoted to: Australia, Brunei, Cambodia, China and Hong Kong, East Timor, Indonesia, Japan, Korea (North and South), Laos, Malaysia, Myanmar, New Zealand, Papua New Guinea, the Philippines, Singapore, Taiwan, Thailand, and Vietnam. Not just a review of current conditions, the Handbook offers prognoses for future marketing and commercial activity in each country. This definitive resource is generously illustrated with maps, figures, and tables, and includes comprehensive references and source materials for each country. It is an essential reference for students, researchers, and practitioners in the global economy.