

Towards the end of the 20th century, Asia experienced one of its most tumultuous economic and social periods. During the crisis, long-established businesses folded, and foreign investors divested - making life even more challenging and difficult for marketers in the region. As regional economies recover, businesses are restructuring and refocusing themselves, and are adopting a more market-oriented perspective in attempting to regain their competitiveness. This book of marketing cases incorporates these developments and much more. Studies from Harvard, INSEAD, and other universities deal with real contemporary marketing management and strategy problems. They follow the Harvard case writing style, giving them the rigour, depth, and reach for comprehensive, in-depth analyses. The cases also provide useful materials for marketing practitioners and students as they give added insights into company operations and market responses.

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