

---

# Read PDF Pdf Hardcover Perspective Pacific Asia An Marketing Services

---

Right here, we have countless ebook **Pdf Hardcover Perspective Pacific Asia An Marketing Services** and collections to check out. We additionally give variant types and as well as type of the books to browse. The suitable book, fiction, history, novel, scientific research, as skillfully as various extra sorts of books are readily simple here.

As this Pdf Hardcover Perspective Pacific Asia An Marketing Services, it ends taking place monster one of the favored books Pdf Hardcover Perspective Pacific Asia An Marketing Services collections that we have. This is why you remain in the best website to see the incredible ebook to have.

---

## KEY=PACIFIC - HARRINGTON KARLEE

---

---

### MARKETING RESEARCH

---

*Cengage AU Marketing Research, 5e* equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools [cengage.com.au/mindtap](http://cengage.com.au/mindtap)

---

### SOUTHEAST ASIAN ECONOMIC OUTLOOK 2013 WITH PERSPECTIVES ON CHINA AND INDIA

---

---

#### WITH PERSPECTIVES ON CHINA AND INDIA

---

*OECD Publishing* This edition of the Southeast Asian Economic Outlook examines medium-term growth prospects, recent macroeconomic policy challenges, and structural challenges including human capital, infrastructure and SME development.

---

### STRATEGIC PERSPECTIVES IN DESTINATION MARKETING

---

*IGI Global* The marketing of a destination necessitates effective strategic planning, decision making and organization. Notwithstanding, the destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors. Strategic Perspectives in Destination Marketing is a collection of innovative research on the methods and applications of branding in the tourism, travel, and hospitality industry sectors. This book provides students and practitioners with a good understanding of the tourism marketing environment, destination branding, pricing of tourism products, tourism distribution channels, e-tourism, as well as on sustainable and responsible tourism practices, among other topics. It explores the socio-economic, environmental, and technological impacts of tourism through various regional-focused empirical studies and contemporary discussions. This book is ideally designed for managers, travel agents, tourism professionals, executives, marketing agencies, academicians, researchers, and graduate-level students seeking current research on the applications of branding strategies in the tourism sector.

---

### ASIAN PERSPECTIVES ON FINANCIAL SECTOR REFORMS AND REGULATION

---

*Brookings Institution Press* "Examines Asia's emerging markets, which survived the financial debacle of 2008-09 with only modest declines in growth; discusses activities that could dampen continuing development in these markets including inflation, surging capital inflows, asset and credit bubbles, and rapid currency appreciation; and offers strategies to promote financial stability"--Provided by publisher.

---

### DYNAMIC PERSPECTIVES ON GLOBALIZATION AND SUSTAINABLE BUSINESS IN ASIA

---

*IGI Global* In the increasingly turbulent political climate, there has been growing interest in economic and international relations with Asia. Understanding the business practices in countries of this region, particularly uncertainties, risks, and opportunities associated with doing business in Asia, will be key for competing in a global economy. Dynamic Perspectives on Globalization and Sustainable Business in Asia provides perspectives on the challenges and opportunities of business growth in Asia with strategic insights on knowledge production, innovation, and disruptive technologies. Featuring coverage on a broad range of topics such as consumer behavior, financial literacy, and value perception, this book is ideally designed for academicians, researchers, government officials, policymakers, and practitioners seeking current research on the development of networks to support competitive advantage in the global economy and viable enterprises.

---

### HANDBOOK OF RESEARCH ON CONTEMPORARY CONSUMERISM

---

*IGI Global* Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry. The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in-depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives. Additionally, it examines the impact of identity on

marketing and branding from the consumerist perspective, discusses consumerism as a source of innovation and product development, and provides insights on consumerism and profitability. Featuring research on topics such as circular economy, digital marketing, and social media, this book is ideally designed for practitioners, managers, marketers, academic researchers, and students.

---

## **FUTURE SMART FOOD**

---

### **REDISCOVERING HIDDEN TREASURES OF NEGLECTED AND UNDERUTILIZED SPECIES FOR ZERO HUNGER IN ASIA**

---

*Food & Agriculture Org.* This publication demonstrates the benefits of neglected and underutilized species, including amaranth, sorghum and cowpea, and their potential contribution to achieving Zero Hunger in South and Southeast Asia.

---

## **TEMPORARY KNOWLEDGE ECOLOGIES**

---

### **THE RISE OF TRADE FAIRS IN THE ASIA-PACIFIC REGION**

---

*Edward Elgar Publishing* Temporary Knowledge Ecologies investigates and theorizes the nature, rise and evolution of trade fair knowledge ecologies in the Asia-Pacific region. It provides a comprehensive overview of trade fairs in this key world region applying a comparative pe

---

## **PLACE EVENT MARKETING IN THE ASIA PACIFIC REGION**

---

### **BRANDING AND PROMOTION IN CITIES**

---

*Routledge* This book explores the fascinating phenomenon of place event marketing in the Asia Pacific. It examines procedures in the promotion and branding of places that use events to shape their identities. It considers how events are used in forming a branded image of a place and disseminate information about it. This innovative book offers theoretical insights of the opportunities and challenges related to place event marketing. With contributions from leading thinkers in the field, chapters also draw on empirical examples to showcase a variety of events across the Asia Pacific, such as MICE, sporting events, festivals, and religious and cultural celebrations. The book explores the importance of such events for the socio-economic development of urban regions. Today, the Asia - Pacific is one of the world's fastest developing regions and its rising economic power is accompanied by the growing importance of the tourism and event sector. The book is a unique study relating to a very exceptional region of the world. The role of events in tourism development and the rise of the region's soft power is presented through carefully selected examples of cities from different countries. The book concludes with commentary on the future directions for research in this area. Written in an accessible style, this book will be of great interest to students, scholars and practitioners working in events studies, urban studies, tourism, place branding and promotion, business and management studies, geography, sociology and sport and leisure studies.

---

## **GEOGRAPHICAL INDICATIONS AT THE CROSSROADS OF TRADE, DEVELOPMENT, AND CULTURE**

---

*Cambridge University Press* This volume focuses on the procedures for determining the geographical indicator labels for globally traded goods in the Asia-Pacific region. The book is also available as Open Access.

---

## **ULTRA-LOW FERTILITY IN PACIFIC ASIA**

---

### **TRENDS, CAUSES AND POLICY ISSUES**

---

*Routledge* Japan, Singapore, Taiwan, South Korea and Hong Kong SAR are among the very lowest-fertility countries in the whole world, and even China has reached fertility levels lower than those in many European countries. If these levels continue over long periods East Asia will soon face accelerating population decline in addition the changes in age distributions in such populations raise major new questions for planning of economic and social welfare. This book brings together work by noted experts on the low fertility countries of East Asia with an up-to-date analysis of trends in fertility, what we know about their determinants and consequences, the policy issues and how these are being addressed in the various countries. Its role in bringing together information on policy trends and initiatives of a pro-natalist kind adopted over recent years in these countries is extremely important, as is the fact that the discussion of these pro-natalist policies is set in the context of a thorough analysis of what has driven fertility so low in these countries. Ultra-Low Fertility in Pacific Asia is invaluable to students and scholars of East Asian public and social policy, as well as fertility studies more generally.

---

## **THE EMERGENCE OF ETFs IN ASIA-PACIFIC**

---

*Springer* This book is dedicated to examining Exchange-Traded Funds (ETFs) market in the Asia-Pacific region between 2004 and 2017. It offers a broad examination of the attributes and development of the ETF markets. The book presents a new approach to ETF markets modeling that uses innovation diffusion model. In addition, it explores the empirical links between ETFs and Information and Communication Technologies (ICTs). The book also compares ETFs and competing investment options. This book should appeal to both academics and practitioners as it includes detailed descriptions of the ETF markets and prepared projections regarding their future development. As the Asia-Pacific region plays a significant role in the global economy, this book should be useful for international readers beyond this area. The Emergence of ETFs in Asia-Pacific begins with an overview of the Asia-Pacific economies, focusing on their importance for the global economy and their features. Next, the book introduces an analytical framework. It explains major features of ETFs (such as their creation, distribution, and trading) and key categories, which facilitates profound understanding of the book merit even for readers with little knowledge about ETFs. The following chapter explores the role of ICTs in economy and

society identifying channels of their impact on financial markets. It discusses how ICTs foster dynamic spread of financial innovations (including ETFs) across financial markets. Next, the book examines the ETF market's development in different countries in the Asia-Pacific region, by analyzing their level of development in terms of turnover. In this part it also provides brief characteristics of all markets, including their structures and categories of ETFs in various countries. Consecutive part of the book is dedicated to reports on the process of ICTs growing penetration across Asia-Pacific countries, showing the changes observed during recent years. It then continues the empirical analysis of the ETF markets in the Asia-Pacific region by attempting to trace the links between the development of ETF markets and ICT penetration during the period 2004-2017. As complementary material, a methodological annex is included showing major analytical techniques used throughout the research.

---

## **ENDING ASIAN DEPRIVATIONS**

---

### **COMPULSIONS FOR A FAIR, PROSPEROUS AND EQUITABLE ASIA**

---

*Routledge* Despite Asia's rapid growth, vast sections of its population still live in poverty and suffer hunger and other forms of deprivation. Merely relying on Asia's growth will not help the deprived see a better future in their lifetimes. Ways must be found to make growth more inclusive combined with proactive public action to bring substantial improvements in the lives of Asia's deprived people. This book is written by a set of experts who have been working long on reducing various aspects of human deprivations in Asia. It begins with a discussion of the massive dimensions of deprivations that continue to exist in Asia. Although many countries have adopted inclusive growth strategies to enable the benefits of growth to reach the poor, much more needs to be done to make growth processes more broad based and beneficial to all. The book points to essential action needed to bring this about. The book also emphasizes the crucial role of determined, target driven public action if Asia's deprived populations are to see substantial improvement in their lives. Practical measures to tackle problems of hunger, unemployment, gender discrimination, ill health, lack of quality basic education, inadequate access to clean water and basic sanitation are each discussed. The problems of the urban poor and migrants who continue to flock to Asia's cities are also highlighted. The book also emphasizes the need for an appropriate environment for public action to succeed including strong participatory institutions, effective governance, social protection and regional cooperation.

---

## **HANDBOOK ON HUMAN RIGHTS IN CHINA**

---

*Edward Elgar Publishing* This Handbook gives a wide-ranging account of the theory and practice of human rights in China, viewed against international standards, and China's international engagements around human rights. The Handbook is organised into the following sections: contested meanings; international dimensions; economic and social rights; civil and political rights; rights in/action and access to justice; political dimensions of human rights in Greater China; and new frontiers.

---

## **SOCIAL IMPACT INVESTMENT 2019 THE IMPACT IMPERATIVE FOR SUSTAINABLE DEVELOPMENT**

---

### **THE IMPACT IMPERATIVE FOR SUSTAINABLE DEVELOPMENT**

---

*OECD Publishing* This publication is a sequel to the OECD 2015 report on social impact investment (SII), Building the Evidence Base, bringing new evidence on the role of SII in financing sustainable development.

---

## **SOUTHEAST ASIAN ECONOMIC OUTLOOK 2013 WITH PERSPECTIVES ON CHINA AND INDIA**

---

### **WITH PERSPECTIVES ON CHINA AND INDIA**

---

*OECD Publishing* This edition of the Southeast Asian Economic Outlook examines medium-term growth prospects, recent macroeconomic policy challenges, and structural challenges including human capital, infrastructure and SME development.

---

## **INFORMATION EFFICIENCY AND ANOMALIES IN ASIAN EQUITY MARKETS**

---

### **THEORIES AND EVIDENCE**

---

*Taylor & Francis* The efficient market hypothesis (EMH) maintains that all relevant information is fully and immediately reflected in stock prices and that investors will obtain an equilibrium rate of return. The EMH has far reaching implications for capital allocation, stock price prediction, and the effectiveness of specific trading strategies. Equity market anomalies reflect that the market is inefficient and hence, contradicts the EMH. This book gathers both theoretical and practical perspectives, by including research issues, methodological approaches, practical case studies, uses of new policy and other points of view related to equity market efficiency to help address the future challenges facing the global equity markets and economies. Information Efficiency and Anomalies in Asian Equity Markets: Theories and evidence is an insightful resource that will be useful for students, academics and professionals alike.

---

## **TECHNOLOGICAL APPLICATIONS AND ADVANCEMENTS IN SERVICE SCIENCE, MANAGEMENT, AND ENGINEERING**

---

*IGI Global* Services play a central role in the economies of nations and in global commerce, and to some extent we are all in the field of service. Technological Applications and Advancements in Service Science, Management, and Engineering is a compendium of research that proves to be an indispensable resource for cutting-edge knowledge in service science understood as a broad research field that embodies all the aspects that relate to services, their planning, design, operation, evaluation, and improvement. Perfect for academic researchers and practicing professionals, this volume serves as a vehicle for the development of service science and how good services are devised and engineered to get the maximum value for their efforts.

---

## THE TOURISM LABOUR MARKET IN THE ASIA-PACIFIC REGION

---

*World Tourism Organization Publications*

---

## ENVIRONMENTAL, SOCIAL, AND GOVERNANCE PERSPECTIVES ON ECONOMIC DEVELOPMENT IN ASIA

---

*Emerald Group Publishing* This new volume of the International Symposia in Economic Theory and Econometrics explores the latest economic and financial developments in Asia.

---

## HANDBOOK OF RESEARCH ON RETAILER-CONSUMER RELATIONSHIP DEVELOPMENT

---

*IGI Global* Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. *Handbook of Research on Retailer-Consumer Relationship Development* offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

---

## LUXURY MARKETING

---



---

### A CHALLENGE FOR THEORY AND PRACTICE

---

*Springer Science & Business Media* The luxury market has transformed from its traditional conspicuous consumption model to a new experiential luxury sensibility that is marked by a change in how consumers define luxury. In a global context, it is crucial to understand why consumers buy luxury, what they believe luxury is, and how their perception of luxury value impacts their buying behavior. This handbook aims to provide a holistic approach to luxury marketing with respect to the characteristics and the key challenges and opportunities of luxury brand management. Therefore, the multifaceted contributions by authors from different parts of the world will offer both a research and management perspective of luxury marketing and deliver a concentrated body of knowledge with contributions from diverse elements.

---

## SUSTAINABILITY MATTERS

---



---

### ENVIRONMENTAL AND CLIMATE CHANGES IN THE ASIA-PACIFIC

---

*World Scientific* Sustainability Matters is a compilation of some of the best research papers by students from the National University of Singapore's multi-disciplinary and inter-disciplinary graduate programme in environmental studies, the M.Sc. in Environmental Management [MEM]. This collection is for the period 2012/2013 and 2013/2014. Entitled Sustainability Matters: Environmental and Climate Changes in the Asia-Pacific, this is the fifth compilation by the programme, and comprises 18 of the best research papers completed during this period. The papers have been edited for brevity. They analyse the many challenges to effective environmental management covering countries including Bangladesh, Hong Kong, India, Malaysia, Philippines, Singapore and the US. Issues examined include biodiversity conservation, environmental impact assessments, energy, food security, sustainable business practices, public housing, environmental education, and climate change. The first compilation, Sustainability Matters: Environmental Management in Asia was published in 2010 (World Scientific) and comprised the best papers from 2001/2002 to 2006/2007. The second, Sustainability Matters: Challenges and Opportunities in Environmental Management in Asia was published in 2011 (Pearson), and comprised the best papers from 2007/2008 and 2008/2009. The third and fourth compilations (World Scientific) comprised the best papers from the period 2009/2010 to 2011/2012. The papers are edited by five staff members from different disciplines in the MEM programme: Lye Lin-Heng, Victor R Savage, Kua Harn-Wei, Chou Loke-Ming and Tan Puay-Yok. Contents: Preface and Acknowledgements, Lye Lin-Heng, Chair, MEM Message from Goh Swee-Chen, Chairperson, Shell Companies in Singapore Message from Tommy Koh, Chairman, MEM Advisory Committee, NUS Message from Heng Chye-Kiang, Dean, School of Design and Environment, NUS About the Authors About the Supervisors and Editors Introduction: Environmental and Climate Changes in Asia: Lessons in history and game changers in economics, politics and scientific research (Victor R Savage, Lye Lin-Heng, Kua Harn-Wei, Chou Loke-Ming & Tan Puay-Yok) Biodiversity: Understanding Harmful Algal Bloom (HAB) Occurrences in Manila Bay, Philippines (Rosa Celia Poquita-Du & Peter Alan Todd) CITES Legislative Implementation: Lessons from and for ASEAN Member States (Denise Cheong & Lye Lin-Heng) Environmental Management: Assessment of Protection against Sea Level Rise: A Case Study of a Coastal Area in Singapore (Efstathios Giannoustas and Jesuthason Thampapillai) Water Scarcity to Water Security: How Can Asian Cities Achieve a Sustainable Transition? (Maitreyee Mukherjee, Dennis Wichelns & Namrata Ravindra Chindarkar) Plastic Bags in Singapore: A Critical Examination of Issues in Sustainability (Marra Lin Teasdale-Hensby & Lye Lin-Heng) Environmental Impact Assessment Laws of Malaysia and Hong Kong: Lessons for Singapore (Nidhi Mehra & Lye Lin-Heng) Singapore's Fresh Pork Supply: Food Security and Environmental Impacts (Lim Chien-Fang & Victor R Savage) Green Business: Sustainable & Responsible: The New Face of Indian Businesses (Himadri Mahajan & Audrey Chia) Effectiveness of Sustainable Business Practices: Case Studies of Ready-Made Garment Companies of Bangladesh (Tayef Quader & Audrey Chia) Integrated Policy Design Through Life Cycle Sustainability Assessment: A Case Study of Cotton Garments (LCSA Of Cotton T-Shirt) (Thida Tun & Kua Harn-Wei) Sustainability Issues and Strategies of Biofuel Development in Southeast Asia (Mallika d/o Naguran) Urban Studies: Energy Efficiency in Affordable Housing: Can It Work for Independent Rental Owners (Julia Emerson & George Ofori) The Potential and Benefits of an Incentive System to Promote Environmentally Friendly Behaviour in Residents of HDB Flats (Koh Kai-Jie & Grace K M Wong) A Review of Environmental Education in Singapore — Towards a Change in Approach (Ang Guorong Albert & Audrey Chia) Environmental Literacy among Secondary Three Students in a Singapore Secondary School (Loo Hui-Min & Harvey Neo) Climate Change: Possible Market Mechanisms for the Post-Kyoto Regime (Ellen May Zanoria Reynes) Past and Contemporary Proposals on Differentiation and Equity: Shaping the 2015 Climate

Agreement (Melissa Low & Lim Lei-Theng) Mitigating the Environmental Impact of Aircraft Emissions through an Economic Theory — The Endowment Effect (Zhang Qiang) Readership: Graduate students, academics and researchers in environmental management/science. Keywords: Environment; Management; Sustainability; Asia; Corporate Environmental Management; Biodiversity and Planning; Marine Environment; Environment and Economic Development; Energy Sustainability; Renewable Energy; Urban Pollution and Waste Management; Sustainable Infrastructure; Transportation; Recycling; Urban Studies; Green Business

---

## **ECONOMIC AND SOCIAL SURVEY OF ASIA AND THE PACIFIC 2012**

---

### **STEERING INCLUSIVE DEVELOPMENT THROUGH GLOBAL TURBULENCE IN AN ERA OF HIGH AND VOLATILE COMMODITY PRICES**

---

*United Nations Publications* This publication provides a review of the region's outlook as it recovers from the global economic crisis, and assesses the region's policy response to remaining and emerging vulnerabilities. Areas of economic and social policy analyzed include growth, inflation, trade and investment, financial markets, employment, migration and remittances. Key challenges ahead are addressed and policy responses recommended for countries in order to sustain their development. The publication also analyses the social and economic risks associated with price volatility of food and other agricultural commodities. Policy responses are outlined for governments in the region.

---

### **INTERNATIONAL STUDENT MOBILITY AND ACCESS TO HIGHER EDUCATION**

---

*Springer Nature* This book offers a comprehensive look into issues and trends driving international student mobility as the phenomenon becomes increasingly prevalent worldwide. Chapters first present an expanded definition of student mobility in the context of internationalization and go on to discuss the underlying motivations, issues, and challenges students face in attaining successful outcomes. The authors employ marketing concepts to illustrate ideas and recommendations for better attracting and integrating international students into academic institutions abroad with the goal of greater satisfaction for students and improved profitability for the universities they attend.

---

### **POVERTY AND SUSTAINABLE DEVELOPMENT IN ASIA**

---

### **IMPACTS AND RESPONSES TO THE GLOBAL ECONOMIC CRISIS**

---

*Asian Development Bank* This joint publication from the Asian Development Bank and the Asian Development Bank Institute features selected papers from the September 2009 conference on the social and environmental impact of the global economic crisis on Asia and the Pacific, especially on the poor and vulnerable. The publication is designed with the needs of policy makers in mind, utilizing field, country, and thematic background studies to cover a large number of countries and cases. This publication suggests that the crisis is an opportunity to rethink the model of development in Asia for growth to become more inclusive and sustainable. Issues that need to be more carefully considered include: closing the gap of dualistic labor markets, building up social protection systems, rationalizing social expenditures, addressing urban poverty through slum upgrading, promoting rural development through food security programs in pro-poor growth potential areas, and concentrating climate change interventions on generating direct benefits for the environments of the poor.

---

### **INNOVATIONS IN INFORMATION AND COMMUNICATION TECHNOLOGIES (IICT-2020)**

---

### **PROCEEDINGS OF INTERNATIONAL CONFERENCE ON ICRHE - 2020, DELHI, INDIA: IICT-2020**

---

*Springer Nature* This edited book is comprised of original research that focuses on technological advancements for effective teaching with an emphasis on learning outcomes, ICT trends in higher education, sustainable developments and digital ecosystem in education, management and industries. The contents of the book are classified as; (i) Emerging ICT Trends in Education, Management and Innovations (ii) Digital Technologies for advancements in education, management and IT (iii) Emerging Technologies for Industries and Education, and (iv) ICT Technologies for Intelligent Applications. The book represents a useful tool for academics, researchers, industry professionals and policymakers to share and learn about the latest teaching and learning practices supported by ICT. It also covers innovative concepts applied in education, management and industries using ICT tools.

---

### **SERVICES MANAGEMENT IN ASIA PACIFIC**

---

### **ISSUES AND CHALLENGES**

---

Part 1; Conceptual understanding of services management -- Part 2; Selected country perspectives -- Part 3; Industry case study -- Part 4; Trends and integration.

---

### **THE GLOBAL RISE OF ASIAN TRANSFORMATION**

---

### **TRENDS AND DEVELOPMENTS IN ECONOMIC GROWTH DYNAMICS**

---

*Springer* Asian countries are catching up with the West by transforming their primarily agrarian societies into industrial powerhouses. Manufacturing is driving innovation, productivity growth, and higher standards of living for billions of Asians. In the colonial past, the Asian production and supply chains served Western consumers. The world is now poised to evolve, led by a unified Asian business landscape capable of driving sustainable global growth within industries and markets. The Global Rise of Asian Transformation provides insights into the complex process of macro-political and economic dynamics reshaping the business landscape throughout Asia. This edited collection lays bare the megatrends that are challenging the region, including emerging consumers, urbanization, infrastructure, climate change, and energy megatrends that will further bolster the region's world standing if governments and

businesses handle them adeptly. Case studies of major international companies, such as Sony, Lenovo, and Tata Motors, are also included.

---

## **ECONOMIC OUTLOOK FOR SOUTHEAST ASIA, CHINA AND INDIA 2021 REALLOCATING RESOURCES FOR DIGITALISATION**

---

### **REALLOCATING RESOURCES FOR DIGITALISATION**

---

*OECD Publishing* The 2021 edition of the Outlook addresses reallocation of resources to digitalisation in response to COVID-19, with special focuses on health, education and Industry 4.0. During the COVID-19 crisis, digitalisation has proved critical to ensuring the continuity of essential services.

### **SERVING LIBRARY USERS FROM ASIA**

---

## **A COMPREHENSIVE HANDBOOK OF COUNTRY-SPECIFIC INFORMATION AND OUTREACH RESOURCES**

---

*Rowman & Littlefield* Asian populations are among some of the fastest growing cultural groups in the US. This book is a comprehensive guide to serving library users from 24 specific Asian countries. It begins with a broad overview of how libraries can better serve Asian communities and then devotes a chapter to each country, providing wealth of valuable resources.

### **CULTURAL AND TECHNOLOGICAL INFLUENCES ON GLOBAL BUSINESS**

---

*IGI Global Technology* is a key driver behind the effects of contemporary globalization on business and other organizations worldwide. Understanding this phenomena in connection with the impact of cultural variations can help improve business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for unexpected developments in global markets. Cultural and Technological Influences on Global Business is a leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and technologies on the global business sector. This reference source is beneficial for professionals, researchers, and practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm.

### **THE RISE OF ENGLISH**

---

## **GLOBAL POLITICS AND THE POWER OF LANGUAGE**

---

*Oxford University Press* The Rise of English is a masterful account of the spread of English as the dominant lingua franca worldwide, its intimate connections with globalization and neoliberalism, and its effects on linguistic justice, opportunity, and identity. Deeply researched and wide-ranging in scope, this book shows how English has privileged some and disadvantaged others, but ultimately offers the promise of transcending cultural and linguistic borders in a multilingual world.

### **SKILLS AND THE FUTURE OF WORK**

---

## **STRATEGIES FOR INCLUSIVE GROWTH IN ASIA AND THE PACIFIC**

---

### **URBAN EVENTS, PLACE BRANDING AND PROMOTION**

---

## **PLACE EVENT MARKETING**

---

*Routledge* Urban Events, Place Branding and Promotion explores the phenomenon of place event marketing, examining the ways in which events are used to brand and disseminate information about a place. It provides a novel contribution to the literature, capturing the growing interest in place promotion, and offers in-depth insights on the role of events. With a focus on urban locations, this book defines the scope and concept of place event marketing. It demonstrates that different kinds of events, for leisure and business, can be used to successfully develop, promote and brand different types of places. Individual chapters written by a variety of leading academics explore how various public and non-governmental institutions that deal with promotion and marketing communications of places can implement event marketing activities and how such institutions organize, co-organize and sponsor different events. The effects of event marketing activities on urban place promotion and branding are thoroughly explored through a variety of international empirical case studies. This will be of great interest to upper-level students and researchers in events marketing and management, tourism and the broader field of urban geography. The concluding chapter also proposes future research directions.

### **THE OXFORD HANDBOOK OF ASIAN BUSINESS SYSTEMS**

---

*Oxford University Press* The Handbook explores institutional variations across the political economies of different societies within Asia. It includes empirical analysis of 13 major Asian business systems between India and Japan, and examines these in a comparative, historical, and theoretical context.

## **FUTURE OF REGIONAL COOPERATION IN ASIA AND THE PACIFIC**

---

*Asian Development Bank* This book reviews progress with regional cooperation and integration in Asia and the Pacific and explores how it can be reshaped to achieve a more resilient, sustainable, and inclusive future. Consisting of papers contributed by renowned scholars and Asian Development Bank staff, the book covers four major areas: public goods, trade and investment, financial cooperation, and regional health cooperation. The book emphasizes how the region can better leverage regional integration to realize its vast potential as well as overcome challenges such as the coronavirus disease (COVID-19) pandemic.

---

## **ASIA-PACIFIC SECURITY**

---

### **AN INTRODUCTION**

---

*Georgetown University Press* This textbook provides an introduction to the international relations and security environment of the contemporary Asia-Pacific. The international team of expert authors introduce security studies concepts and terminology, examine the key actors in the region, explore in-depth the traditional and non-traditional security challenges, and frame the Asia-Pacific's international politics through several different international relations theories. Major topics covered include U.S.-China relations, India and Japan's changing roles, middle powers and small states, the possibility of arms races, maritime security, terrorism and transnational crime, human security, and technology and security. *Asia-Pacific Security* is written accessibly for undergraduate or Master's students who are studying the region for the first time, and the book is intended to be a core text for courses relating to security studies or the international relations of the region. Special features for students include chapter summaries, study questions, guides to further reading, and an extensive glossary.

---

### **HUMAN CAPITAL FORMATION AND ECONOMIC GROWTH IN ASIA AND THE PACIFIC**

---

*Routledge* The entire planet looks to Asian and other emerging markets to sustain growth momentum as traditional markets in the USA and Europe struggle with the slow and arduous processes of deleveraging after the global financial crisis. At the same time, there is growing recognition in Asia that the sources of growth must shift to sustain their own growth momentum in the years ahead. Heavy reliance on the region's high savings rates and plentiful supplies of low-cost labour will have to shift towards increasing the human capital embodied in more educated and skilled labour forces capable of contributing to productivity growth and innovation as future drivers of growth. *Human Capital Formation and Economic Growth in Asia and the Pacific* focuses on why and how countries are making this shift. The demographic transition is shown to be a significant factor as ageing populations in Japan, South Korea and China manage declining growth in the labour force by stepping up investments in education, and by changing policies and institutions. Lessons to be learned from these experiences by more youthful populations in Southeast Asia are explored. In addition, attention is paid to the consequences of cross-border differentials in technical knowledge and the quantity and quality of human capital. Several implications for public policy and for international cooperation on human-capital issues in the Asian region are identified. The chapters in this volume are edited versions of papers presented at the 35th Pacific Trade and Development conference held in Vancouver, Canada, in June 2012. The conference goal was to better understand how governments and business in Asia and the Pacific can apply the key insight that one of the reasons economies grow is because of human-capital formation – the quality and diversity of the labour force are augmented – not just because the labour force grows in size. Students of Asia's growth prospects will find several aspects of this volume of particular value. It includes chapters on the big-picture conceptual and measurement issues; on country experiences in meeting the imperatives of the demographic transition and investing in education and skills training; and on country experiences with attracting foreign knowledge and the supply and recruitment of skills across borders in Asia and the Pacific. Policymakers will also find useful the discussions of policy implications and the menu of issues requiring intergovernmental cooperation within the Asian region.

---

### **INEQUALITY IN ASIA AND THE PACIFIC**

---

#### **TRENDS, DRIVERS, AND POLICY IMPLICATIONS**

---

*Routledge* Asia's rapid economic growth has led to a significant reduction in extreme poverty, but accompanied by rising inequality. This book deals with three questions: What have been the trends of inequality in Asia and the Pacific? What are the key drivers of rising inequality in the region? How should Asian countries respond to the rising inequality? Technological change, globalization, and market-oriented reform have been the key drivers of Asia's remarkable growth and poverty reduction, but they have also had significant distribution consequences. These three drivers of growth cannot be hindered because they are the sources of productivity improvement and betterment of quality of life. This book will be useful to those interested in policy options that could be deployed by Asian countries in confronting rising inequality.