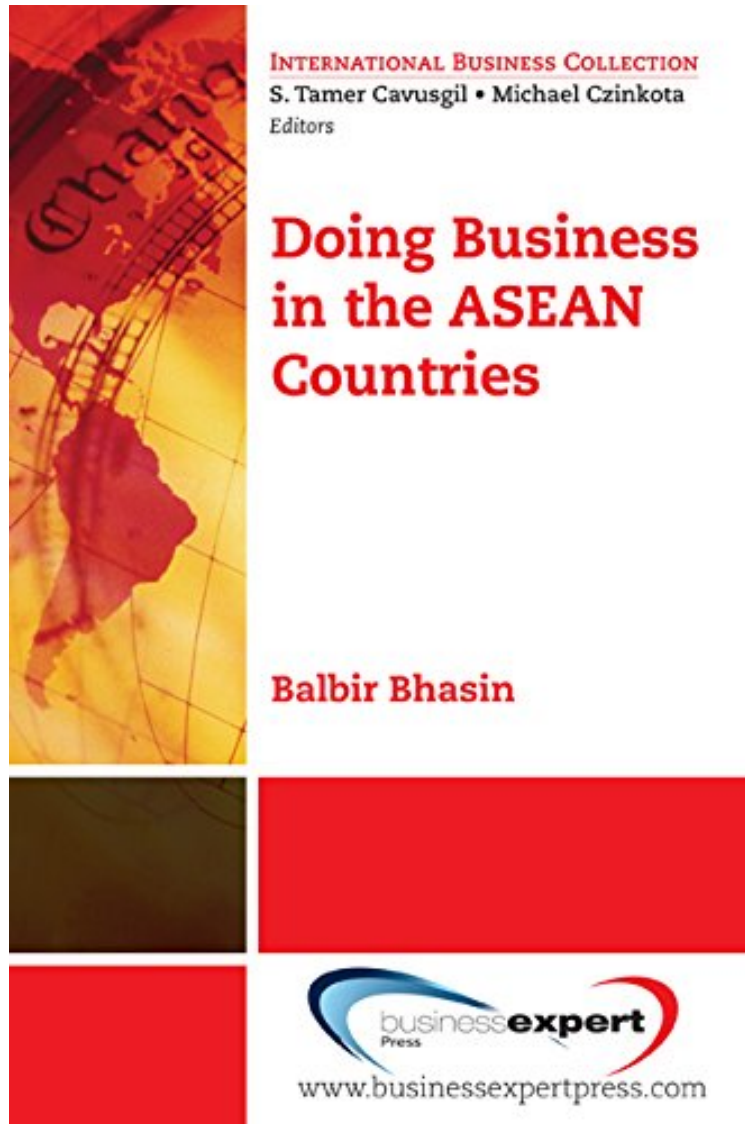


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Doing Business in the ASEAN Countries (International Business Collection)

Balbir Bhasin

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This book is a practical and comprehensive guide to succeeding in ASEAN countries. It allows for a deeper understanding of the business environment of these diverse economies. You will be better able to evaluate the risk factors and make meaningful decisions.

About the Author Dr. Balbir B. Bhasin is the Ross Pendergraft Endowed Professor of International Business at the University of Arkansas-Fort Smith. He holds the Master of International Management (MIM) degree (with Distinctions) from the prestigious Thunderbird School of Global Management in Arizona, and a PhD in international business from the University of South Australia in Adelaide. Bhasin was born in India and grew up in Singapore. He is multicultural and multilingual and has lived and worked in South, Southeast, and Far East Asia; Australia; Europe; North America; and Africa.