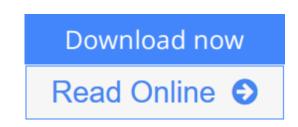


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Each chapter of this volume details the characteristics of an individual market in Asia and demonstrates the challenges that marketers are likely to face in these environments. Covering not just production or consumption but trade as it is practiced now, this book outlines the new norms, conventions and service performance levels that these markets demand.

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#### About the Author

**Stan Paliwoda** is Professor of Marketing at the University of Strathclyde, UK. He has held professorial appointments at the University of Birmingham and University of Calgary, Canada. He is widely published in books, refereed journals and is on the Editorial Board of several journals.

**Tim. G. Andrews** is Associate Professor at Thammasat University, and co-founding editor of the Routledge Working in Asia series. He has published widely on Asian management issues in some of the world's top academic journals, as well as several books and book chapters on marketing, most recently in the Handbook of Research on Business in Asia.

**Junsong Chen** is a faculty member of marketing at China Europe International Business School. His work has been published in Journal of World Business, Harvard Business Review (Chinese), and Journal of Brand Management. He also contributed chapters in Blackwell Handbook of Judgment and Decision-making, Service Marketing in Asia, and China CEO - A Case Guide for Business Leaders in China.

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