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Merchant Princes of the East: Cultural Delusions, Economic Success and the Overseas Chinese in Southeast Asia

Rupert Hodder

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Merchant Princes of the East: Cultural Delusions, Economic Success and the Overseas Chinese in Southeast Asia Rupert Hodder
Presents a searching and original analysis of the role of Chinese business communities and their contribution to the economic success of the West Pacific Rim. A timely book, given the recent explosion of interest in the region and the recognition that the West Pacific Rim seems likely to develop as the centre of gravity of the global economy in the first half of the next century. The book is divided into three parts, the first examines various cultural and economic issues including trade and economic strategies in China and the West Pacific, the economic context within which the overseas Chinese operate, Chinese marketing systems and the links between China and the overseas Chinese in the Philippines and other parts of Southeast Asia. Case studies are used to demonstrate how these links operate.

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