



The Changing Face of Korean Management (Working in Asia)

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Part of the successful Routledge 'Working in Asia' series, *The Changing Face of Korean Management* focuses on a country that is predicted by some experts to become the world's third richest by 2025. South Korea, with its thriving telecommunications and automotive industries, and increasing trade links with China, survived the 1997 Asian Economic Crisis better than most. This important textbook explores the key areas of management in this pivotal country in the region, including:

- Human Resource Management
- Marketing
- Operations
- Finance
- Strategy
- Overseas affiliates
- Small firms and entrepreneurship
- Women

Including case studies and interviews with front-line Korean managers to enable a real 'voice' to emerge, and written by native academics, this is a complete analysis of the current state of management structures in South Korea. It is important reading for all students of business and management interested in Asia.



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