



The Rise of the New East: Business Strategies for Success in a World of Increasing Complexity

B. Simpfendorfer

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Taking the reader on a tour of the fast changing East, Simpfendorfer urges the business world to respond by planning for the unexpected. Now that the East has secured its role as a powerful player on the world stage, The Rise of the New East provides simple business strategies for dealing with an increasingly complex global environment.

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