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This book details the findings of a large-scale survey on the values and lifestyles of 1500 Singapore residents in 2001. Semi-structured interviews with elderly and young adult Singaporeans were also conducted. This comprehensive study provides insights into Singaporeans' value orientations, personal values, aspirations, satisfaction with life and living in Singapore, media habits, leisure activities, Internet usage, how Singaporeans are similar to or differ from one another, etc. Contents: Introduction and Research Methodology; Value Orientations; Personal Values and Life Aspirations; Life Satisfaction; Media Habits; Leisure Activities; Internet Usage and Behavior; Clustering of Singaporeans; Successful Ageing in Singapore; Young Adult Singaporeans. Readership: Policy planners; business strategy developers; undergraduates, graduate students and instructors; general public.

*This book develops new models and methodologies for describing user behavior, analyzing their needs and expectations and thus successfully designing user friendly systems"--Provided by publisher.

"Distance Still Matters" is an influential Harvard Business Review article. In this work, Ghemawat proposes the CAGE distance framework that allows firms to consider four dimensions of international distance (cultural, administrative, geographic, and economic) when planning global expansion. Then, he demonstrates the usefulness of the framework with a practical case of a company that identified a better market for expansion by factoring in the effects of distance. "Distance Still Matters" is considered a seminal work in international business literature and a major contribution to the globalization debate that appears on the core reading list of most international business courses.

This book considers the impact of multinational companies in China on the Chinese economy and on indigenous firms in China. It shows how the global business environment has undergone profound changes since the early 1990s, leading to an explosion of merger and acquisitions activity and consequent unprecedented degrees of concentration in many industries at a global level. It discusses the effects of these developments on the Chinese economy – both on multinationals and indigenous firms – analysing company strategies, activities and value chain structures. It shows that, as China 's integration into the global economy increases, new, globalised value chain structures are becoming the established norm across the Chinese economy. In particular, it explores the effects of these developments for local Chinese firms, where the strategy of "catch-up" has recently been a primary goal, demonstrating how difficult it is for Chinese firms to achieve "catch-up" when the competitors they are chasing are themselves moving forward and evolving so fast. The book includes detailed case studies of Boeing, Wal-Mart and Coco-Cola, considering their activities both at the global level and within China, and case studies of the sectors in which these forms operate in China. The book 's profoundly important conclusions concerning the impact of multinationals on the local economy and on indigenous firms are applicable to other developing economies as well as to China.

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