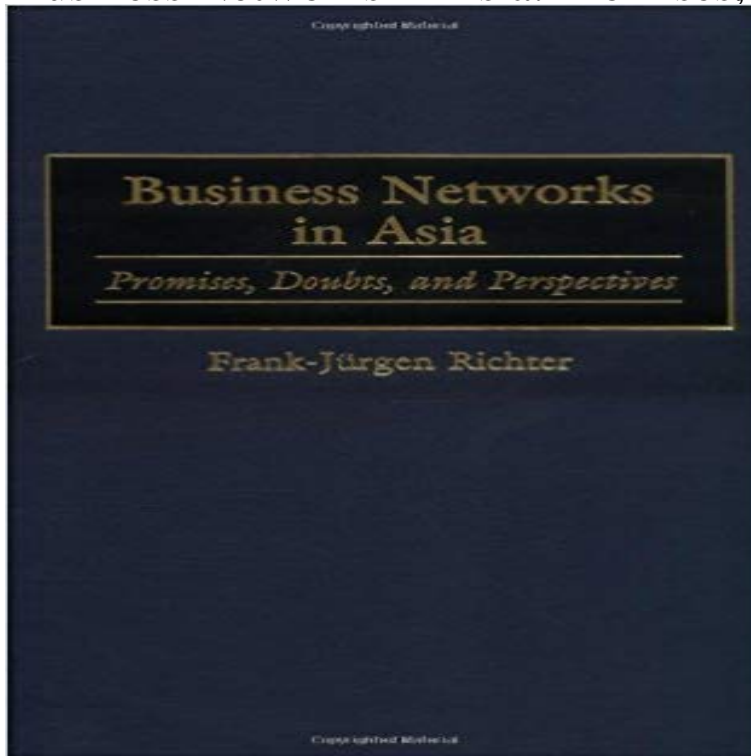


# Business Networks in Asia: Promises, Doubts, and Perspectives



Despite the current crisis, Asian economies remain an important market for firms around the world and continue to be stiff competitors in world business. One reason for the regions strength, and a predictor of Asias endurance, are its business networks?^Ikeiretsus^R in Japan, ^Ichaebols^R in Korea, and other forms that connect single firms, entire industries, and which interlink the region as a whole. Richter and his contributors examine the origins of business networks, their effects on the economies, and the implications of their presence and growth in Asian economies. Corporate strategic planners, marketing executives, and other decision makers will find here an important contribution to their understanding of why Asias economies will pick up again and how they will continue to grow. The book examines the promises of business networks and the role of transaction costs, interdependence, and membership commitment. The contributors do not automatically assume that past successes of these networks will mean future successes; rather, they define the outlines of new and innovative forms of networks, and see in their configurations an even better platform for further economic development in Asia and for the globalization of Asian multinationals. Contributors offer a critical approach to theory and practice of Asian networking, and because of their national diversity are able to provide a variety of viewpoints on them. Research-based and presenting the thinking of scholars and practitioners alike, the book supplies expert knowledge and a basis for academic discourse on managerial policy not easily found elsewhere.

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