

Cambridge University Press

978-1-107-67546-9 - Dynamics of International Business: Asia-Pacific Business Cases

Edited by Prem Ramburuth, Christina Stringer and Manuel Serapio

Copyright Information

[More information](#)

# Dynamics of International Business

ASIA-PACIFIC BUSINESS  
CASES

Edited by

**PREM RAMBURUTH,  
CHRISTINA STRINGER  
AND  
MANUEL SERAPIO**

*Cases from the Pacific Asian Consortium for International  
Business Education and Research (PACIBER)*



**CAMBRIDGE**  
UNIVERSITY PRESS

Cambridge University Press  
978-1-107-67546-9 - Dynamics of International Business: Asia-Pacific Business Cases  
Edited by Prem Ramburuth, Christina Stringer and Manuel Serapio  
Copyright Information  
[More information](#)

## CAMBRIDGE UNIVERSITY PRESS

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9781107675469](http://www.cambridge.org/9781107675469)

© Cambridge University Press 2013

This publication is copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2013

Reprinted 2014

Cover designed by Marianna Berek-Lewis  
Typeset by Integra Software Services Pvt. Ltd  
Printed in Singapore by C.O.S. Printers Pte Ltd

*A catalogue record for this publication is available from the British Library*

*A Cataloguing-in-Publication entry is available from the catalogue of the National Library of Australia at [www.nla.gov.au](http://www.nla.gov.au)*

ISBN 978-1-107-67546-9 Paperback

Additional resources for this publication at [www.cambridge.edu.au/academic/internationalbusiness](http://www.cambridge.edu.au/academic/internationalbusiness)

### **Reproduction and communication for educational purposes**

The Australian *Copyright Act 1968* (the Act) allows a maximum of one chapter or 10% of the pages of this work, whichever is the greater, to be reproduced and/or communicated by any educational institution for its educational purposes provided that the educational institution (or the body that administers it) has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

For details of the CAL licence for educational institutions contact:

Copyright Agency Limited  
Level 15, 233 Castlereagh Street  
Sydney NSW 2000  
Telephone: (02) 9394 7600  
Facsimile: (02) 9394 7601  
E-mail: [info@copyright.com.au](mailto:info@copyright.com.au)

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.