

# Principles Of Marketing An Asian Perspective

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the prevailing mediation model and process is drawn primarily from the west for a long time there has been a call for conflict management approaches that are more appropriate for the asian context this book answers the call by identifying cultural values and norms that affect how conflicts may be perceived through asian lenses and how conflict management processes and practices should be structured

as energy has become one of the crucial factors in ensuring the economic growth and the

sustainable development of people nations societies and ultimately human civilisation in the 21st century global scenario there is a pressing need for treating energy as a strategic commodity and for analysing national regional and global strategies concerning energy this is an attempt to debate and discuss various facets economic technological and political of such strategies and at the same time to encompass concepts like energy security and energy diplomacy that form significant components of such strategies strategising of energy is an issue that is inextricably linked with the domestic and foreign policies of a nation or a region and it is characteristically futuristic as strategies are supposed to be made with a long term perspective contemporary asian realities serve as the perspective of such an analysis for several reasons asia is the home of two fast growing and energy thirsty countries like china and india as well as japan and the asean countries there are at least three energy producing regions in asia that are crucial for global energy security like west asia the traditional one two upcoming regions of central asia and the area around south china sea the indian ocean is one of the most important energy transit routes for international energy transport even the smallest disruption in the production and transport chain of energy within asia has the potential of upsetting the global energy balance this volume attempts to focus on a number of significant issues concerning the theme of strategising of energy contributors analyse debate and discuss the questions from different viewpoints and different angles thus this volume represents a wide spectrum of views from a scientist s vision of a world with cleaner energy to the strategist s comments on solutions to national energy issues from journalists views on the development of governmental policies on energy to academicians analyses of regional energy strategies and from historians analyses of the restructuring of the national energy infrastructure and the re prioritising of national energy strategies to debates on national regional as well as maritime energy strategies by specialists on international relations

preface

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the central metaphor is partly constructed out of michel foucault s metaphor of the ship of fools in madness and civilization building on foucault s brilliant argument the three themes of hope progress and optimism as used in this book represent idiomatic expressions of the business of modernity that have developed since the time of the industrial revolution in the west with this in mind this book has been designed for upper level undergraduates graduate

students and readers who are interested in contemporary political theory those with a background in business philosophy political theory popular culture economics international relations cultural studies literary studies and american government will discover themselves at an advantage in understanding the issues explored in the book it avoids overtly dense theories that often cloud the issue of globalisation and uses plain english to make sense of the most important political phenomenon in the world today this book uses the american case as a way to understand the complex phenomena of globalization readership policy makers researchers tertiary students and all those interested in the effects of globalisation on modern america the consequence impact on asia and rest of the world

in this pathbreaking work the author integrates questions of justice and stability through a model of deliberative democracy in the plural polity deliberative democracy and the plural polity provides a realistic but critical reform agenda that can animate struggles for justice in an enormously diverse world

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as asia grows and prospers its economies are increasingly vital to each other and to the world led by a team of adb staff scholars and advisers to regional policy makers this study highlights what is at stake the emerging asian regionalism and lays out the ground for further discussion on how to move forward

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