



How Asian Brands Soar: Lessons from World's Top Asian Cases (How Asian Brands Soar Series Book 1)

By Chung K. Kim, Myung-Soo Lee, Mina Jun, Miyea Kim, Jeongsoo Han

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Asian products and brands have recently become very popular all throughout the world and impacted people globally. The stories of Asian companies such as Chinese Xiaomi and Alibaba, Korean Samsung and LG, and Japanese Softbank and Uniqlo are featured by global media such as Bloomberg Businessweek and Fortune. Even some small and medium-sized Asian brands are impressing people around the world. For example, The Ocean Park Hong Kong, Banyan Tree Holdings, and Line Corporation are establishing their leadership in each category of the global market. The recent Asian surge is not limited to the commercial fields above. The sensational story about Google's DeepMind Challenge Match between AI Alphago and Lee Sedol, a historic man versus machine match, has been making waves. These Asian cultures and performers have marveled global audiences and caused them to look on in awe and surprise.

Many people wonder how such Asian companies and cultural brands, which were not appreciated to this degree just years ago, became incredibly successful in such a short period of time.

This book highlights the success stories of the top Asian cases that were chosen among about 50 group contestants in a recent competition, World Asian Case Competition 2015. The top selected cases, combined together, feature how Asian companies and leaders overcame difficulties and crises, and soared in a short span of time. The top cases turned out to be a collection of fascinating stories about the recent surge of Asian products and cultures on the stage of the world market. These cases highlight Asian leaders' passions and breakthrough strategies as they turned their small starts or mediocre conditions into explosive successes even during crises and within a short period of time.

The new success stories of Asian brands can reveal invaluable treasures to those who seek a turning point for their businesses or careers. The stories will give you helpful insights and lessons on how you can prepare your own businesses or careers to soar like eagles.

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- Sales Rank: #1549145 in eBooks
- Published on: 2016-03-30
- Released on: 2016-03-30
- Format: Kindle eBook

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