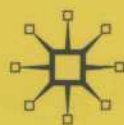


MICHAEL BACKMAN

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THE
ASIAN
INSIDER

UNCONVENTIONAL WISDOM
FOR ASIAN BUSINESS



Unconventional wisdom – that is what is needed for business success in Asia, because Asia is like nowhere else. Personalities count for a lot. Culture does too and so does ethnicity. Best-selling author Michael Backman takes the reader on a journey from the outside to Asia's inside in *The Asian Insider*. To the breakneck development of Shanghai and Beijing; to the messiness of Mumbai (Bombay) and the stunning software and backoffice industries elsewhere in India; to Southeast Asia where Islam is re-awakening as a force in business; to Japan with its moribund economy that literally is dying; to Malaysia with its unique mix of race, politics and business; and to Singapore with all the paradoxes of its state-led economy.

Rich in facts, figures and anecdotes, part management guide, part travel narrative, part polemic, *The Asian Insider* is highly readable and entertaining. Asia's family connections, business practices, politicians, commercial tribes, and business figures – all are handled in Backman's direct and uncompromising style.

For Tun Dr Mahathir Mohamad,
 only one life and yet so many
 achievements, but which is the
 greatest so far? Perhaps that
 almost single handedly, you
 taught Malaysians to have
 self-confidence and to feel
 proud. Tunku Abdul Rahman
 inherited a country. But
you made a nation.
 With great respect
 and admiration,
 Michael Backman
 KL, 2004.

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The BIG in Asia
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achievements, but perhaps
greater as if hardly
almost might hardly
caught opportunities to feel
self-fulfillment and to feel
proud. That's what
understand a nation
made a great respect
with administration
and administration
M. Backman
2008

MICHAEL BACKMAN



The Asian Insider

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The Chinese character used on the cover and throughout is that for 'inside' or 'Insider'.

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