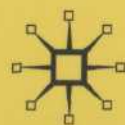


MICHAEL BACKMAN

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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.

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For Tun Dr Mahathir Mohamed,  
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.

UNCONVENTIONAL WISDOM  
FOR ASIAN BUSINESS

Also by Michael Backman and published by Palgrave Macmillan:

*BIG in Asia: 25 Strategies for Business Success* (with Charlotte Butler)

MICHAEL BACKMAN

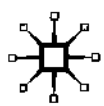


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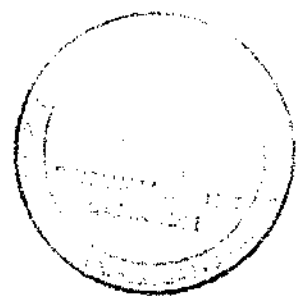
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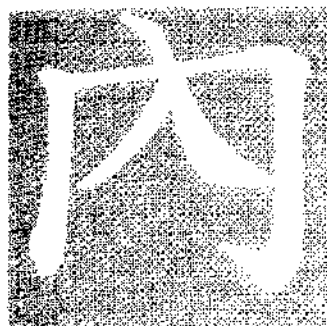
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*The Chinese character used on the cover and throughout is that for 'Inside' or 'Insider'.*





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