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Essentially Asia

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'Recreating Asia: Visions for a New Century',

Edited by Frank-Jurgen Richter & Pamela C M Mar, Publisher: John Wiley & Sons (Asia) Pte Ltd,

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ASIA HAS been somewhat of an enigmatic region to most of the world, especially since the predictions of the rising 'Tiger' or 'Dragon' economies fell flat in the 1997 crisis. Even as the uncertainties facing many Asian (and Western) economies mount, many foreign investors are opting to sit on the sidelines, watching to see if things become more stable, and if their money would grow in this part of the world.

Recreating Asia: Visions for a New Century is a compilation of essays by both political and business leaders in Asia, including Datuk Seri Dr Mahathir Mohamad, Gloria Macapagal-Arroyo, Lee Kuan Yew, Tung Chee-Hwa and Phillipe Paillart, to name a few. Editors Frank-Jurgen Richter and Pamela C M Mar have pieced together this intriguing look into the machinery that runs Asia's powerhouses, and seeks to explore business and socio-economic issues pertaining to the future of this region, especially in the area of globalisation, corporate governance, technology and regional trade.

Divided into four main sections, this book explores the future of bilateral trade, technology, changing lifestyles, increasing cooperation between countries, and even threats that may jeopardise the mobilisation of resources that will propel Asia into the next era. After achieving economic prosperity, measures need to be taken to preserve the sovereignty of the country, and thus, matters of national security are also discussed, albeit very conceptually.

As many a foreign businessman would readily testify, the way things are done in Asia is vastly different from the West, and as such, an understanding of the Asian mind is required in order for trade and international relations to continue to strengthen. In addressing this, a few line examples of how things are done in a localised context have been given to help readers with the comprehension process.

The nature of this book is one of macro views, and thus, readers with an interest in international trade would benefit the most from it.