



Doing Business in ASEAN Markets: Leadership Challenges and Governance Solutions across Asian Borders

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The authors of this important book analyse the pitfalls and risks of doing business in ASEAN countries that are mostly absent in Western markets, covering various strategic, external, operational, and legal-cultural challenges for international companies. *Doing Business in ASEAN Emerging Markets* crucially addresses how to resolve those barriers. Encompassing issues of governance and leadership standards, the authors present case studies and practical solutions underpinned by academic research. Helping executives learn how to implement high international standards and maintain sensitivity to socio-cultural and political Asian contexts, the book highlights the need to create an international diverse and unified leadership team that will take better decisions and effectively deal with risks, and apply best corporate governance practices within an Asian context.

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Editorial Review

From the Back Cover

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Natalia Soebagjo is Chair of the Executive Board of Transparency International Indonesia (TII) and a Board Member of Transparency International based in Berlin, Germany. She also is a senior advisor to the Executive Center of Governance and Public Report at the University of Indonesia where she lectures on international relationships and Chinese society, political and economic international affairs. In addition, Natalia sits on the boards of a number of private companies as a commissioner.

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