

Principles Of Marketing An Asian Perspective

An Asian Perspective on Mediation Strategising Energy: An Asian Perspective Missiological Themes: An Asian Perspective on Christian Mission and Praxis Vol-1 Communication Theory Nationality and International Law in Asian Perspective Globalization Religious Fundamentalism, an Asian Perspective Practical Marketing Asian Perspective Indian Export and Economic Growth Performance in Asian Perspective Asian Perspectives Sociology of World Heritage Shifting Paradigms and Asian Perspectives John Steinbeck; Asian Perspectives Event Management Asian Perspectives in Social Science Business Marketing Media Asia The Asian Economic Review Singapore Journal of International & Comparative Law Joel Lee Dr. Venkat Potana Wimal Dissanayake Swan Sik Ko Antonio L. Rappa John Sunderaj Augustine Chow Hou Wee Suresh D. Tendulkar Masahiro Ogino Gungwu Wang Kiyoshi Nakayama Glenn McCartney William Robert Geddes Geok Theng Lau An Asian Perspective on Mediation Strategising Energy: An Asian Perspective Missiological Themes: An Asian Perspective on Christian Mission and Praxis Vol-1 Communication Theory Nationality and International Law in Asian Perspective Globalization Religious Fundamentalism, an Asian Perspective Practical Marketing Asian Perspective Indian Export and Economic Growth Performance in Asian Perspective Asian Perspectives Sociology of World Heritage Shifting Paradigms and Asian Perspectives John Steinbeck; Asian Perspectives Event Management Asian Perspectives in Social Science Business Marketing Media Asia The Asian Economic Review Singapore Journal of International & Comparative Law *Joel Lee Dr. Venkat Potana Wimal Dissanayake Swan Sik Ko Antonio L. Rappa John Sunderaj Augustine Chow Hou Wee Suresh D. Tendulkar Masahiro Ogino Gungwu Wang Kiyoshi Nakayama Glenn McCartney William Robert Geddes Geok Theng Lau*

the prevailing mediation model and process is drawn primarily from the west for a long time there has been a call for conflict management approaches that are more appropriate for the asian context this book answers the call by identifying cultural values and norms that affect how conflicts may be perceived through asian lenses and how conflict management processes and practices should be structured

as energy has become one of the crucial factors in ensuring the economic growth and the sustainable development of people nations societies and ultimately human civilisation in the 21st century global scenario there is a pressing need for treating energy as a strategic commodity and for analysing national regional and global strategies concerning energy this is an attempt to debate and discuss various facets economic technological and political of such strategies and at the same time to

encompass concepts like energy security and energy diplomacy that form significant components of such strategies strategising of energy is an issue that is inextricably linked with the domestic and foreign policies of a nation or a region and it is characteristically futuristic as strategies are supposed to be made with a long term perspective contemporary asian realities serve as the perspective of such an analysis for several reasons asia is the home of two fast growing and energy thirsty countries like china and india as well as japan and the asean countries there are at least three energy producing regions in asia that are crucial for global energy security like west asia the traditional one two upcoming regions of central asia and the area around south china sea the indian ocean is one of the most important energy transit routes for international energy transport even the smallest disruption in the production and transport chain of energy within asia has the potential of upsetting the global energy balance this volume attempts to focus on a number of significant issues concerning the theme of strategising of energy contributors analyse debate and discuss the questions from different viewpoints and different angles thus this volume represents a wide spectrum of views from a scientist s vision of a world with cleaner energy to the strategist s comments on solutions to national energy issues from journalists views on the development of governmental policies on energy to academicians analyses of regional energy strategies and from historians analyses of the restructuring of the national energy infrastructure and the re prioritising of national energy strategies to debates on national regional as well as maritime energy strategies by specialists on international relations

this book is a groundbreaking exploration of the theological cultural and historical dimensions of christian mission from an asian vantage point in a world increasingly shaped by globalization religious pluralism and postcolonial realities this volume boldly reframes mission theology through lenses rooted in scripture yet sensitive to the complexities of indigenous contexts dr venkat potana masterfully examines diverse missiological streams from evangelical urgency and pentecostal empowerment to ecumenical engagement and liberative theologies without compromising the supremacy of the gospel what makes this book profoundly relevant is its ability to challenge western dominated paradigms and recover a biblically faithful yet contextually rich theology of mission that empowers the asian church for global impact this is not just a theological treatise it is a call to awaken equip and send a vital resource for pastors missionaries scholars and students who seek to understand mission not merely as a church program but as the very heartbeat of god in history dr lucas bennett

preface

the central metaphor is partly constructed out of michel foucault s metaphor of the ship of fools in madness and civilization building on foucault s brilliant argument the three themes of hope progress and optimism as used in this book represent idiomatic expressions of the business of modernity that have developed since the time of the industrial revolution in the west with this in mind this book has been designed for upper level undergraduates graduate students and readers who are interested in

contemporary political theory those with a background in business philosophy political theory popular culture economics international relations cultural studies literary studies and american government will discover themselves at an advantage in understanding the issues explored in the book it avoids overtly dense theories that often cloud the issue of globalisation and uses plain english to make sense of the most important political phenomenon in the world today this book uses the american case as a way to understand the complex phenomena of globalization readership policy makers researchers tertiary students and all those interested in the effects of globalisation on modern america the consequence impact on asia and rest of the world

contributed articles

this book is very timely in view of the growing importance of asia over the past ten years many asian economies ranging from the newly industrialized economies of taiwan hong kong singapore and south korea to the semi developing economies of malaysia indonesia and thailand have all experienced tremendous economic growth unparalleled in any part of the world with the opening of china and other centrally planned economies like vietnam myanmar laos and cambodia asia is on the path to astronomical economic growth

journal of international development

taking mainly japanese and other asian case studies as examples ogino examines the motivations behind the preservation of objects and sites considered to be of cultural significance using mainly the perspectives of japanese approaches to cultural heritage the book critiques the european logic of cultural heritage enshrined by unesco it contrasts a western emphasis on monuments and sites with an asian emphasis on more intangible forms of heritage which place less emphasis on a linear view of time more practically the authors also analyse the positive and negative impacts that unesco listed status has had on sites in asia including angkor wat nagasaki and lijiang finally they address fundamental questions about who gets to decide what counts as cultural heritage and what the underlying rationale is for actively preserving heritage in the first place this books is a thoughtful and provocative analysis of issues that will be of interest to sociologists as well as scholars and students of cultural heritage

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