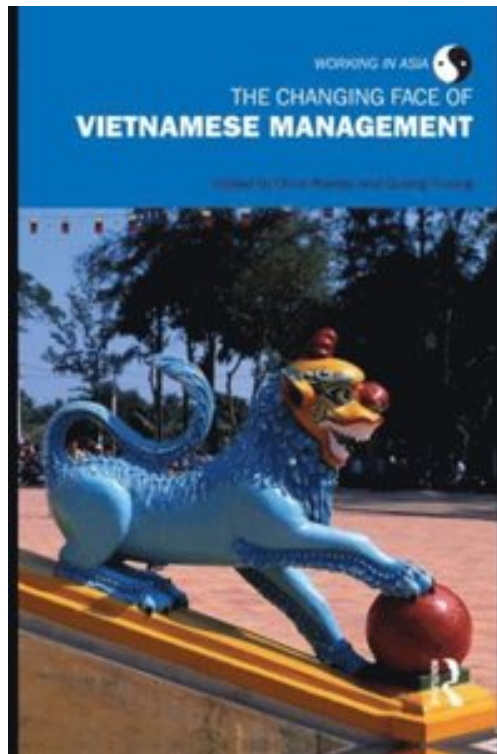


# Changing Face of Vietnamese Management

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Chris Rowley Quang Truong

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Vietnam has emerged from long periods of colonialization, wars and ideological conflicts to become an important economic force within Asia and a promising destination for international business ventures. The latest book in the popular Working in Asia series, *The Changing Face of Vietnamese Management*, draws on the experiences of local, Vietnamese experts to offer a unique perspective on the opportunities, challenges and issues facing managers and organizations operating in this fascinating emerging market. The book: Contextualizes political, economic and social traditions Discusses Vietnam's competitiveness within the global economy Analyzes key functional areas, including HRM, marketing, finance and strategy Examines key issues and new developments in management and business This key text includes illustrative case studies and vignettes to provide broad coverage and content that would serve the needs of students and managers alike.



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