

<<亚洲数学红利 ASIA'S DIGITAL DIVIDENDS>>

图书基本信息

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内容概要

Offers readers their first, in-depth look at the vast e-commerce opportunities opening up in Asia. Electronic commerce is transforming the face of Asian business. Written by a leading Asian business expert and consultant with the prestigious Boston Consulting Group, the world's leading e-commerce consultancy, this book provides e-managers and e-entrepreneurs in the West with their first coherent, in-depth look at the Asian e-commerce revolution and the wealth of opportunities it presents. With the help of numerous case studies, David C. Michael explores the nature of the Asian e-commerce revolution and provides powerful insights on how e-commerce strategy in the East differs from that in the West, as well as what those differences imply for Western business interests. Michael also offers his informed predictions about the future of e-commerce in Asia. David C. Michael (Hong Kong, PRC) is a Vice President and Director for The Boston Consulting Group, Hong Kong. He is also one of the leaders of BCG's High-Technology Practice in the Asia-Pacific region.

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