

International Business Environment

The findings of Singh and Delios (2005) presented in the chapter 2 *Strategy in Asia* of the book *Mastering Business in Asia: Strategy for Success in Asia* will be discussed in this paper. Besides, the major strengths and weaknesses of the research results explained in the chapter will be enumerated in the present essay.

Because of the complexity of international business issues, there is a need to explore the cultural aspects of a region (Hill, 2008; Toyne & Nigh, 1999; Cherunilam, 2004). This is exactly what Singh and Delios have achieved. The authors have settled on an appropriate topic that immediately makes it clear what issues are to be discussed in the paper. The abstract presented is an accurate and comprehensive summary of the entire article. The authors have also presented a clear introduction that casts light on the topic of research where the thesis statement has been clearly and explicitly stated. An organization of the article and the major headings under discussion has also been presented, and it helps the reader understand the flow of the thesis.

Additionally, the segmentation of Asia into specific regions has been effective for the understanding business in Asia in more details. Whereas the authors have succeeded in the analysis of the topic, the greatest strength of this article rests on the authors' ability to dissect the Asian culture in details and to answer the question dealing with the Asian approach to strategy.

The fundamental weaknesses in this article lie primarily on the authors' failure to provide details while presenting the role of technology in Asia. Technology is a critical driver in international business (Johnson & Turner, 2003; Ajami et al., 2006). This would have provided a ground for a comparative analysis with other regions.

References

- Ajami, R.A., Cool, K., & Goddard, G.J. (2006). *International business: Theory and practice*. London: M.E. Sharpe.
- Cherunilam, F. (2004). *International Business: Text and cases*. Washington: PHI Learning Pvt. Ltd.
- Hill, C.W.L. (2008). *International business: Competing in the global marketplace. 7th ed.* New York: McGraw-Hill/Irwin.
- Johnson, D., & Turner, C. (2003). *International business: Themes and issues in the modern global economy*. New York: Routledge.
- Singh, K., & Delios, A. (2005). Strategy in Asia. In K. Singh, & A. Delios, *Mastering business in Asia: Strategy for success in Asia* (pp. 44-78). Hoboken, NJ: John Wiley & Sons.
- Toyne, B., & Nigh, W. D. (1999). *International business: Institutions and the dissemination of knowledge*. Columbia, SC: University of South Carolina Press.