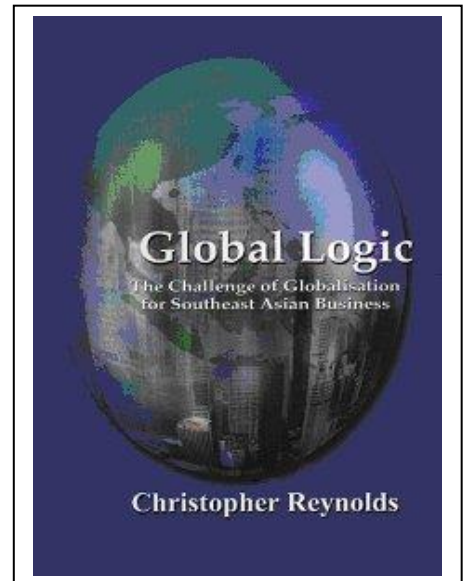


# Global Logic:

## The Challenge of Globalisation for Southeast Asian Business

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*Global Logic: The Challenge of Globalisation for Southeast Asian Business* by Dr Christopher Reynolds, now has an on-line Instructor's Manual.

Dr Reynolds has taken 4 years to research the impact of globalisation and now presents some radically new ideas. He suggests that the very nature of business is affected by globalisation and conventional models of management, marketing, competition and strategic planning will all be redefined by an emerging new global logic.

*Global Logic* takes a comprehensive approach to the subject of globalisation and by grounding his research in sociology and international business theory Dr Reynolds introduces some new models for business practice. "So radical are the changes in business and social interaction, it is legitimate to talk of an emerging new and global process of creative thinking", says Dr Reynolds. "The industrial era logic of limits and regulation is being made redundant by the global era's logic of creative engagement," he says.

*Global Logic* takes the challenging step of using the Southeast Asian financial crisis of 1997-98 as a case study to demonstrate how the global information era has radically affected business systems everywhere. In 1999, Senior Minister of Singapore, Lee Kuan Yew, said that we needed a mental revolution, and that old ways of thinking had to change. In *Global Logic*, Dr Reynolds demonstrates how this mental revolution is already taking place.

*Global Logic* is published by Prentice Hall and is available through Pearson Education offices worldwide or can be purchased on-line. The book is supported by a website and an Instructor's Manual to aid both students and instructors in discovering the value of global-minded business management. Please visit the website:

*"This is a provocative, stimulating, relatively "big theme" book and I think that Christopher Reynolds has the basic story pretty right.. This is indeed an original, interesting and somewhat unusual and quite fascinating book."*

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