

Tiger management : Korean companies on world markets

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Abstrak

Synopsis

'Tiger Management is a book designed to highlight and discuss success factors of those Korean firms that have risen to prominence in the global market place. With impressive balance, the author also discusses risks and downsides of Korean management such as over-diversification and over-reliance on top leadership. Overall, however, the book illustrates the many strengths of Korean management. As such, the book 'Tiger Management' offers a refreshing and contrasting perspective to the many previous publications that predominantly emphasized the weaknesses of Korean firms.' -Felix Reimann, Assistant Professor of International Business, WHU, Otto Beisheim School of Management