



# **The Internationalisation of Retailing in Asia (Routledge Advances in Asia-Pacific Business)**

*John McRae*

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European retailers have successfully internationalised their activities in Europe but have been less successful in North America. American retailers have been successful in their home market but less so in Europe. The major European and American retailers are now entering Asia and competing directly with each other in a substantive way for the first time. These Western retailers, using modern managerial methods, are entering markets typified by more traditional managerial approaches. Western managerial cultures and values are interfacing with Asian ones. The results of these moves are new stresses for Asian retail structures that bring a new dynamism to Asian retailing. The contributions in this book explore the conflicts and benefits that arise as retailing in Asia becomes internationalised. The contributions are provided by experts in retail research from across Asia and for the first time in depth analyses are provided of the ways that Western retailers are provoking change in Asia. The book results from a seminar held at the University of Marketing and Distribution Sciences, Kobe, in November 2001 under the auspices of Society for Asian Research in Distribution. Scholars from across the region presented research results of their analyses of the New Commerce now appearing in Asia.

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