

From Adam Smith to Michael Porter: Evolution of Competitiveness Theory (Extended Edition) (Asia-Pacific Businesses)

Dong-Sung Cho

With Foreword by Michael Porter

This book deals with important theories of international competitiveness and their strategic implications and practical applications. The theories range from classical theories such as Adam Smith's absolute advantage to new theories such as Michael Porter's diamond model. It also incorporates the latest theoretical advances, including the nine-factor model, the generalized double diamond model and the dual double diamond model.

This newly revised volume is suitable for Business Strategy and International Business courses on both the graduate and upper-division undergraduate levels. It is also suitable for policy makers and corporate managers. Educators, students, and practitioners will find useful implications from this book's systematic integration and application of important competitiveness models.

Readership: Business strategy and international business courses for graduate and upper-division undergraduate levels. Policymakers and corporate managers.

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