

## Recent Books on China – March 2022

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### **Economics**

Global Business Strategy: Asian Perspective / Hwy-Chang Moon  
2nd Edition  
Singapore: World Scientific, 2022  
388p.  
9789811236174  
\$ 150.00 / HB

As the second edition of Global Business Strategy, this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives. In this respect, the book's overall goal is to bridge the gap between these two different viewpoints. This second edition includes more recent business theories, techniques, and cases within the field of global business strategy. Specifically, it includes new theories and techniques like creating shared value (CSV), the global value chain, platform strategy, and business ecosystem. They are shown to be important tools for enhancing competitiveness and maintaining sustainability among firms in today's rapidly changing international business environment. This is very much evident today given the critical challenges arising from the trade tensions between the United States and China, emerging technologies such as artificial intelligence and digital transformation, and the unprecedented disruptions brought on by the coronavirus pandemic. We hope that this book will serve as a useful companion for students, business practitioners, policymakers, and the more general readers interested in issues related to competitiveness and business.  
<http://www.marymartin.com/web?pid=799802>

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East Asian Entrepreneurs: A Study of State Role, Education and Mindsets / Tai Wei Lim  
Singapore: World Scientific, 2022  
200p.  
Includes Index  
9789811240263  
\$ 90.00 / HB

The publication started with a succinct and brief literature review of the different definitions of the term 'entrepreneurship'. After examining the different conceptual ideas

of entrepreneurship, the ecological system of entrepreneurship was identified with a wide array and universe of stakeholders like the state, venture capitalists, non-profit organizations (NPOs), students, universities, instructors/trainers, educators, local communities, bureaucracy, and many other entities.

In the East Asian region's desire to tap into entrepreneurship, the economies are also keen to tap on formerly marginalized groups to power up the entrepreneurship game like women, energetic youths and reskilled individuals. Institutes of Higher Learning (IHLs) teaches practical applied learning courses to students and arm them with the necessary skills to tackle the many challenges of being an entrepreneur.

Both tangible and intangible barriers to entrepreneurship were discussed in the writing. One of the intangible barriers discussed was the element of mindset. In some of the case studies, it appeared fear of failure was a major mindset barrier to would-be entrepreneurs pursuing their business ideas to actualize them. Measures carried out to remove the stigmatization of failure are discussed in the volume.

<http://www.marymartin.com/web?pid=799804>

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## History

Fifteen Lectures on Traditional Chinese Culture / Peng-Cheng Kung  
Singapore: World Scientific, 2022

548p.

Includes Index

9789811239755

\$ 170.00 / HB

This book is edited based on a series of lectures on Chinese cultural history delivered at the Peking University in 2004. It stands out with its distinctive methodology and unique stand, and is popular with readers, with 17 reprints for the Chinese edition since 2006.

Before the 1980s, traditional culture was often the target of criticisms and put in a negative light in China. After the 1980s, due to the belief that traditional culture can contribute to modernization, people decided to "take its essence and discard its dregs". As of today, most books on this theme have been written in accordance with this principle.

However, in this book, the author argues that many problems have emerged from the modernization of the Western society, and thus the need for reflection and re-examining. Traditional Chinese culture is a source for comparison and reflection. As such, when we discuss traditional culture nowadays, not only should we excavate its long-hidden meanings, but we should also develop contrastive resources to facilitate our collaborative development in future.

The discussions in this book adopt a vertical structure that begins with how Chinese define a human, followed by topics on the human body, Qi, food, male and female, home and state, the relationship between heaven and human beings, ritual systems, historical consciousness, thinking patterns, the art of expressing sentiments, commitments to the politics of virtues and achievements, and cultural practices. In every chapter, there is also a horizontal method of comparison on Chinese, Western and Indian cultures, to foreground the particularities and advantages of the Chinese culture.

Apart from elaborating on the major characteristics of traditional Chinese culture, there is also a discussion on how the modern disdain for and misunderstandings of the traditional culture originated from the West. The author also elaborates on Montesquieu's views of China and the various misconceptions and misunderstandings of the traditional Chinese legal systems. Finally, it ends with the author's thoughts on the revitalization of the Chinese civilization.

<http://www.marymartin.com/web?pid=799805>

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The Rising Sons: China's Imperial Succession & The Art of War / Ian Huen

Singapore: World Scientific, 2022

196p.

9789811240638

\$ 30.00 / HB

The Rising Sons: China's Imperial Succession & The Art of War recollects 2,000 years of China's history by examining how some of its most representative imperial rulers seized power by applying tactics and strategies from Sun Tzu's The Art of War. This volume brings together tales of the nine princes of the Qin to Qing dynasties who rose to power through their cunning wit and prowess at psychological warfare. Brimming in equal measure with narrative interest and analytical insight, this book is as much a page turner about human greed, ambition and its capacity for cruelty as it is a treatise on power dynamics and court politics.

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Decoding China's Car Industry: 40 Years / Anding Li (Translator) Chris R Lanzit & Graeme Ford

Singapore: World Scientific, 2021

392p.

9789811241109

\$ 45.00 / HB

This book is an authentic multidimensional history of the car industry in China. 40 years, attempts were made to change the status quo, such as breaking the 220% tariff barrier and setting limits when opening up to international car companies. It was not until the beginning of the 21st century that ordinary people in China started to own cars. This led to rapid growth of the Chinese car industry since the 21st century. However, the industry is facing its biggest challenge due to conflict between China's economic and social values. The author, as a media person chronicling cars in China, has witnessed, experienced, and even participated in the development process of the industry. Weaving in juicy tales, interesting details, and rare pictures, the readers are taken on an exhilarating ride through the story of cars in China.

<http://www.marymartin.com/web?pid=799807>

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**Law**

The International Law of the Sea in the 21st Century: State Practice in East Asia / Keyuan Zou  
Singapore: World Scientific, 2021  
308p.  
Includes Index ; Bibliography  
9789811237058  
\$ 110.00 / PB

The international law of the sea is the oldest branch in traditional international law but also a fast developing branch in contemporary international law. After the entry into force of the UN Convention on the Law of the Sea in 1994, there have been considerable developments in the field of the law of the sea. Some provisions of the Convention proved to be inadequate, ambiguous or difficult for an effective implementation. This book attempts to reflect the latest developments in the law of the sea, including maritime dispute settlement, maritime boundary delimitation, non-traditional maritime security issues, and the impact of maritime powers such as the United States on the development of the law of the sea. While the book takes a holistic approach, it has made a special reference to East Asia, the most vibrant region in economic development and the most volatile place in maritime disputes in today's world.

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## **Philosophy**

China's Philosophical Studies: Rediscovery of Chinese Spiritual Essence / (Eds) Ruiquan Gao & Guanjun Wu  
Singapore: World Scientific, 2022  
304p.  
9789811246548  
WSPC-ECNU Series on China, Volume 5  
\$ 110.00 / HB

China's Philosophical Studies: Rediscovery of Chinese Spiritual Essence collects essential research findings of China's philosophical studies conducted by the academics at East China Normal University (ECNU) in recent years. The book covers topics including thoughts in China's Spring and Autumn Period, Chinese virtue of trust, establishing morals, historical studies of Chinese philosophy, etc.

This book is the fifth volume of the WSPC-ECNU Series on China. This Series showcases the significant contributions to scholarship in social sciences and humanities studies about China. It is jointly launched by World Scientific Publishing, the most reputable English academic publisher in Asia, and ECNU, a top University in China with a long history of exchanges with the international academic community.

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## **Politics**

China's Belt and Road Initiative in ASEAN: Growing Presence, Recent Progress and Future Challenges / (Eds) Suthiphand Chirathivat, Buddhagarn Rutchatorn & Anupama Devendrakumar  
Singapore: World Scientific, 2022  
432p.  
Includes Index  
9789811241307  
\$ 170.00 / HB

Southeast Asia's interactions with China have tremendously transformed and prospered in the recent decades, with China becoming ever more present on Southeast Asian soil in recent history, touching all dimensions: economic, political, social, and cultural. The current ASEAN-China dynamics are remarkably different from the past, bearing both excitement and caution for watchers. In this context, the advent of China's Belt and Road Initiative (BRI) has added a new perspective to the nature of China's rise in ASEAN. As the various BRI projects continue to unfold in ASEAN countries, public concerns about the impact of these projects are on the rise.

However, there has not been enough extensive study on this issue. This edited book contributes towards bridging the knowledge gap by facilitating experts from ASEAN, China, and beyond, to discuss, reflect, debate the ground realities of BRI based on the local governments' and local people's experiences and narratives. The chapters in this volume address various dimensions of the BRI, provide unique perspectives, empirical evidence, and updated information on the overall progress of BRI in ASEAN.

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Preventive Diplomacy, Peacebuilding and Security in the Asia-Pacific: Evolving Norms, Agenda and Practices / (Eds) Yanjun Guo & Ji Miao  
Series on Asian Regional Cooperation Studies, Volume 7  
Singapore: World Scientific, 2022  
380p.  
9789811235528  
\$ 165.00 / HB

Preventive diplomacy constitutes an important part of international conflict resolution mechanisms. This book presents the latest research trends in ideations, institutions and practices in preventive diplomacy and other peacebuilding measures of Asia-Pacific countries to ensure traditional and non-traditional security within and beyond the region. It studies peacebuilding issues range from North Korea nuclear issue in Northeast Asia, disputes in the South China Sea, Afghanistan peace process and China-India-Pakistan interaction in South Asia, UN peacebuilding in Central Asia, etc. It explores general security issues at the state, international, regional and global levels by experts from the Asia-Pacific. This book is a useful guide for those interested to know the security and preventive diplomacy status in the region's distinctive context.

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Theoretical Study on China's Political Economy / Yinxing Hong (Translator) Chengzhou He

Singapore: World Scientific, 2022  
432p.  
9789811241529  
\$ 170.00 / HB

In an open world, the socialist political economy with Chinese characteristics features openness. If China expects to participate and play a leading role in the governance of global economy in economic globalization, it needs to adopt a common discourse to foster its economy to "go global." The common discourse can be obtained in a market economy as well as among developing countries eager to seek development. This book attempts to theorize the socialist political economy with Chinese characteristics by absorbing critically the well-established economic theories worldwide. The selective learning of western economics in terms of theories and categories is based on China's full confidence in the theory, path and system with the adherence to the core socialist values as a presupposition. The author argues that the socialist political economy with Chinese characteristics in the new era is a Marxist political economy in contemporary China. The book clearly states that the construction of its theoretical system should combine Marxist theories with China's practice, especially after the reform and opening-up; progress with the times and target the principal social contradiction in the new era; and address China's challenges in growing stronger, or in other words, modernization.

This book is a valuable reading on the new development of the various schools of thoughts on China's political economy over the last few decades. It can be used as a textbook for college students, researchers, and practitioners in the fields of economics, China studies, politics and sociology.

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China's Belt and Road Initiative: Going Global and Transformation in the Global Arena  
Series on China's Belt and Road Initiative / (Eds) (Hui Nee Au Yong, Xuchuan Yuan & Linda Low

Singapore: World Scientific, 2022  
360p.

Includes Index  
9789811221866

Series on China's Belt and Road Initiative, Volume 15  
\$ 110.00 / HB

China's President Xi Jinping launched the Belt and Road Initiative (BRI) in 2013. The BRI is promoted as a way for win-win cooperation that promotes common development and prosperity. Since the introduction of BRI, China organised the inaugural One Belt One Road Summit and the Second Belt and Road Forum to spur the implementation of the Initiative. President Xi emphasised that the Belt and Road projects should uphold the principles of shared benefits and joint contributions to realise the vision of a high-quality, open, green and clean BRI. Host countries can possibly gain from China's greenfield manufacturing investments to expand the BRI markets.

Contributed by academics and business professionals from Asia, Europe and Africa, the chapters discuss the contemporary people, business, civil society and government

developments related to the BRI and explore Health, Environment and Security (HES) challenges that confront the Initiative. This volume shows how a host country can leverage on China's investment without losing the nation's interest.

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Has Asia Lost It? : Dynamic Past, Turbulent Future / Vasuki Shastry

Singapore: World Scientific, 2021

332p.

9789811228407

\$ 75.00 / HB

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Has Asia Lost It? : Dynamic Past, Turbulent Future / Vasuki Shastry

Singapore: World Scientific, 2021

332p.

9789811229718

\$ 20.00 / PB

"Shastry's polemic cites extensive research from experts and exploits the author's knowledge of Asia and his connections to the region's elite, with whom he rubs shoulders at Davos and other summits. What shows through in the book though is Shastry's compassion for the continent's ordinary people." IMF F&D Magazine

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Asia has been the greatest show on earth since Japan's rise from the ashes of World War II, accompanied in successive decades with the emergence of the Asian tigers, and eventually the two giants China and India. The Asian miracle has few precedents in the modern era, with billions lifted from poverty in a generation. The region's openness to trade and investment aligned perfectly with the tailwinds of globalisation. However, in recent years Asia has become a victim of its own success with commentators not differentiating between a utopian high-income Asia and a dystopian middle- and low-income Asia, where a significant majority of the region's population live. Asia today can be divided into countries which have a lot, have a little, and have none. The continent's dream run is also coming to an end as Covid-19 exposes sharp weaknesses in state capacity and structural challenges like the U.S.-China trade war is putting globalisation into reverse gear, jeopardising the region's hard-earned economic success. Asia's growth-obsessed policymakers have also ignored social pressures from the impact of technology on jobs, rising inequality, fabulous wealth accumulation by a favoured billionaire class, a deepening demographic divide, climate distress, and gender disparity, which threaten to destabilise the region's famed cohesiveness. In his penetrating new book, well-known Asia expert Vasuki Shastry argues that while Asia's reckoning may have been the subject of speculation before the pandemic, Covid-19 has made that inevitable. Inspired by Dante's Inferno, Shastry takes readers on a journey through modern Asia's eight circles of hell where we encounter urban cowboys and cowgirls fleeing rural areas to live in increasingly uninhabitable cities, disadvantaged teenage girls unable to meet their aspirations due to social strictures, internal mutiny, messy geopolitics from the rise of China, and a political and business class whose interests are in conflict with a majority of the population. Shastry challenges conventional thinking

about Asia's place in the world and the book is essential reading for those with an interest in the continent's future.

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ASEAN–China Cooperation for Poverty Reduction / (Eds) Yanjun Guo & Yue Yang

Singapore: World Scientific, 2021

200p.

9789811221781

Series on Asian Regional Cooperation Studies, Volume 5

\$ 100.00 / HB

The Association of Southeast Asian Nations (ASEAN) has been one of the world's most dynamic and fastest-growing regions over the years. Its average combined GDP growth rate is more than 6% and the total combined GDP was valued at US\$3.0 trillion in 2018. ASEAN countries have managed to significantly reduce their national poverty over the last few decades. Although a correlation exists between economic growth and poverty reduction, millions of people in ASEAN countries still do not have sufficient incomes to fulfill their basic needs including food, shelter, clothes and sanitation.

This book is a collection of working group papers contributed by members of Network of ASEAN–China Think-tanks (NACT) and covers best practices on poverty alleviation in ASEAN member states as well as in China, and ASEAN-China cooperation. It discusses experiences of ASEAN member states and China such as with regard to national policies, principles, definitions, approaches, progress, and challenges in poverty reduction. It reviews and evaluates the way forward including existing joint projects, opportunities, and challenges in the future cooperation and offers policy recommendations from both national and regional perspectives to help policymakers better cope with the daunting poverty challenges.

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Achieving Sustaining Peace through Preventive Diplomacy / Yanjun Guo & Zhili Han

Series on Asian Regional Cooperation Studies, Volume 6

Singapore: World Scientific, 2021

392p.

9789811221811

\$ 150.00 / HB

Preventive diplomacy constitutes an important part of international conflict resolution mechanisms. The countries in the Asia Pacific region have the political will to use preventive diplomacy to address the needs for sustaining peace and security. The challenge is to find approaches compatible with the consensual norms, and operational for tackling conflicts in the regional context. Structured on this thematic challenge, this book aims to present new approaches and practices of preventative diplomacy, inspired by diplomatic innovation of Asia-Pacific countries and around the world, such as adaptive peace approach, continental approach, dominant coalition, and new leadership in peacebuilding, etc., and takes account recent literature on normative issues relating to preventative diplomacy, such as international rule of law, normative entanglements and evolution, the



international, impartial and independent mechanism, the evolution of the norm against child soldiers, the implementation of the woman peace and security agenda, and the role of Jus Post Bellum in the UN peace operations. It also examines how geopolitical competition and the recent covid-19 crisis impact the security of the region, and explores the connection between the Belt and Road Initiative and sustaining peace of the region. This book is a valuable reading on the recent development of approaches and norms of preventative diplomacy and how they can contribute to sustaining peace of the Asia Pacific. It can be used as a text for college students, researchers, and practitioners in the disciplines of international relations, political science, security studies, policy studies, diplomacy, and social issues.

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## **Sociology**

Chinese Social Sciences and Humanities Studies: Collection of Important Topics / (Eds)

Ruiquan Gao & Guanjun Wu

Singapore: World Scientific, 2022

312p.

9789811246579

WSPC-ECNU Series on China Volume 6

\$ 110.00 / HB

This book collects important researches on social sciences and humanities conducted by the academics at East China Normal University (ECNU) in recent years. The book covers topics including emotions of homeland, special events in Chinese literary and art history, Chinese population studies, media research, democracy at grass-root level, elderly people situation, etc.

This book is the sixth volume of the WSPC-ECNU Series on China. This Series showcases the significant contributions to scholarship in social sciences and humanities studies about China. It is jointly launched by World Scientific Publishing, the most reputable English academic publisher in Asia, and ECNU, a top University in China with a long history of exchanges with the international academic community.

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