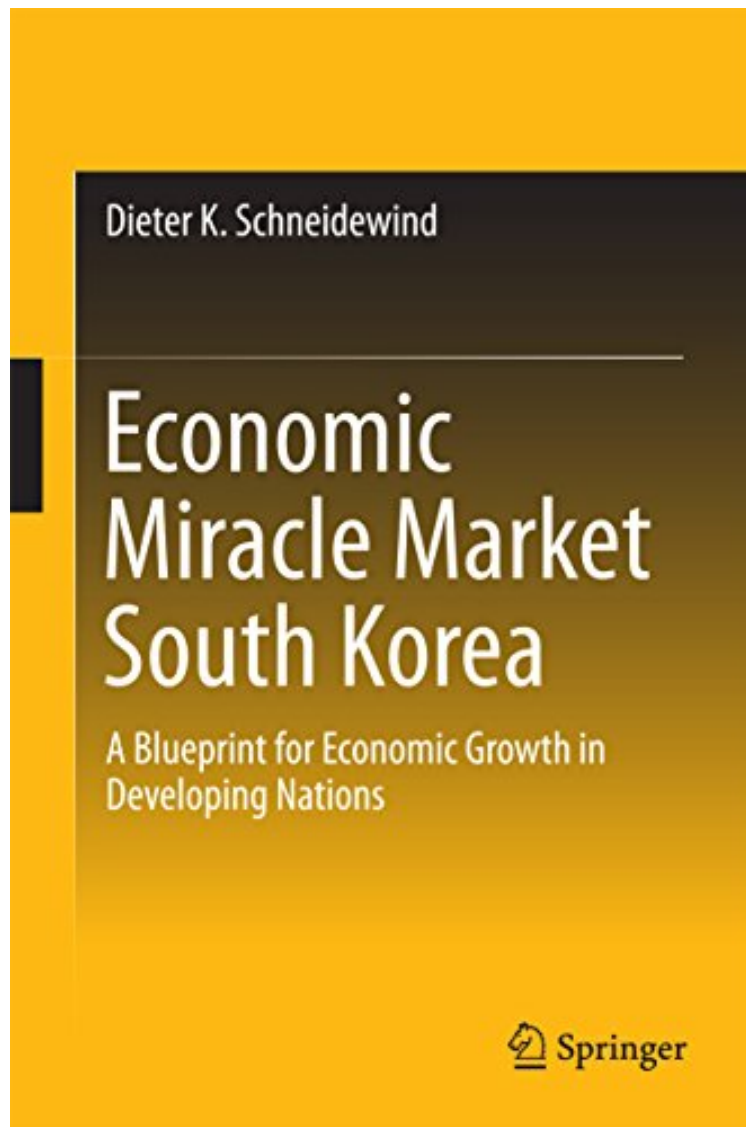


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# Economic Miracle Market South Korea: A Blueprint for Economic Growth in Developing Nations

*Dieter K. Schneidewind*

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This book explores the historical and economic development of South Korea, its culture, as well as the benefits, opportunities and challenges that German companies have faced in their cooperation with South Korean enterprises. More specifically, it juxtaposes economic-miracle markets such as Japan and West Germany, which rose from the ashes after the Second World War with the help of a century of bustling industrial age, with South Korea, which developed from virtually nothing. The book also addresses why South Korea's history, geography, society, culture and economic capabilities remain widely unknown and unnoticed among westerners, despite South Korean companies being among the global market leaders in a number of industries, particularly in the automobile and hardware segments. Written from the point of view of a seasoned business expert on the country, *Economic Miracle Market South Korea* is essential reading for business and economics research academics looking to improve their knowledge of this relatively unknown "success story", as well as for practitioners in industry looking to optimize their dealings with South Korean business partners.

**From the Back Cover** This book explores the historical and economic development of South Korea, its culture, as well as the benefits, opportunities and challenges that German companies have faced in their cooperation with South Korean enterprises. More specifically, it juxtaposes economic-miracle markets such as Japan and West Germany, which rose from the ashes after the Second World War with the help of a century of bustling industrial age, with South Korea, which developed from virtually nothing. The book also addresses why South Korea's history, geography, society, culture and economic capabilities remain widely unknown and unnoticed among westerners, despite South Korean companies being among the global market leaders in a number of industries, particularly in the automobile and hardware segments. Written from the point of view of a seasoned business expert on the country, *Economic Miracle Market South Korea* is essential reading for business and economics research academics looking to improve their knowledge of this relatively unknown "success story", as well as for practitioners in industry looking to optimize their dealings with South Korean business partners.

**About the Author** Professor Emeritus Dieter Schneidewind is regarded as a seasoned expert on East and Southeast Asia. He gained prominent management experience through his 20 years on the management board, as well as many more years as a member of the supervisory board, at Wella AG. During his business career he set up 15 daughter companies throughout Asia, including Japan, South Korea, and the People's Republic of China.