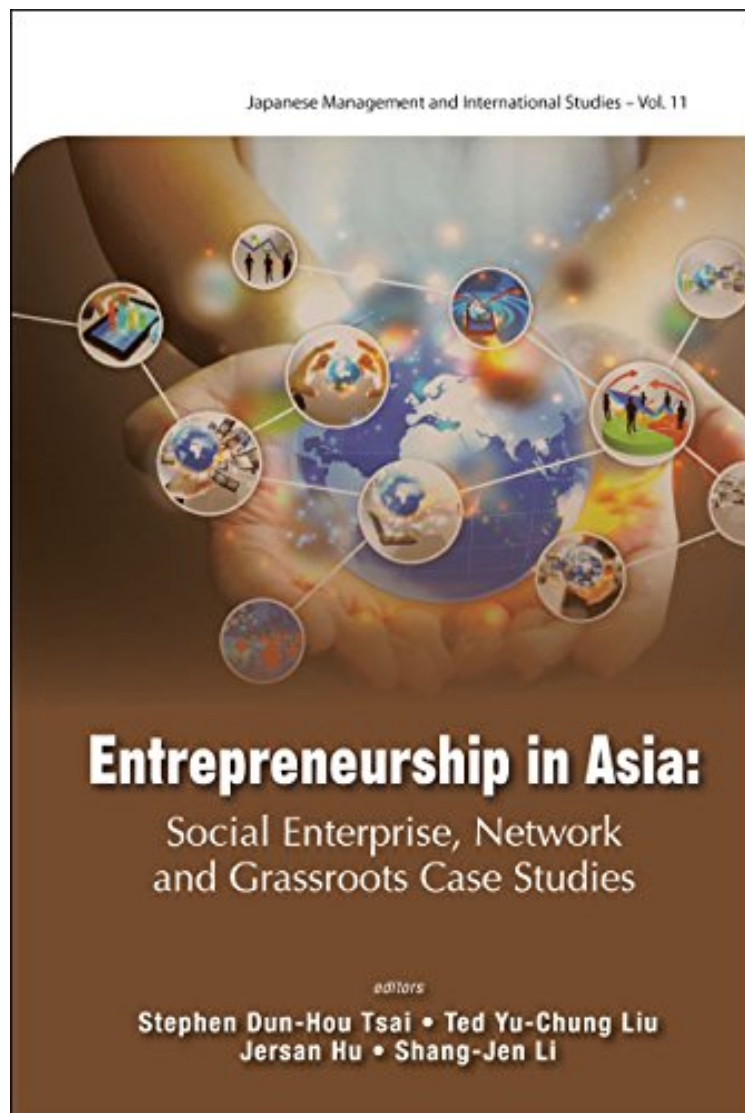


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## Entrepreneurship in Asia:Social Enterprise, Network and Grassroots Case Studies (Japanese Management and International Studies)

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**From WSPC : Entrepreneurship in Asia:Social Enterprise, Network and Grassroots Case Studies (Japanese Management and International Studies)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurship in Asia:Social Enterprise, Network and Grassroots Case Studies (Japanese

Management and International Studies):

This book focuses on the importance of entrepreneurship in sustaining the prosperity of society and uses the case studies from Taiwan, Japan as well as China, to provide an insight into Societal Entrepreneurship in Asia, and the construction of an entrepreneurial society. In order to provide a comprehensive and complete picture on entrepreneurship, the authors have also included both case studies of commercial endeavors as well as non-profit making business endeavours. These collective experiences would be invaluable to readers who are seeking to understand the role of entrepreneurship in Asian society.

Contents: Market Entry and Resource Acquisition Strategies for Social Enterprises (Jersan Hu, Leemen Lee and Zong-ying Zhou) Social Value Creation through Innovation of Social Technology (Tzu Yang Chang) Creating Social Value through Frugal Innovation (Anthony Kuo) Social Impact Measurement for Social Enterprise (Tzu Yang Chang, Gautam Kamath and Chien Hsien Lee) Reliability Bookkeeping for Non-Financial Transactions of the Social Network Organization (Yasuhiro Monden) A Horizontal Inter-firm Network of Small and Medium-sized Enterprises Specializing in Prototype Solutions: Business Model, Management Control, and External Effects (Naoya Yamaguchi) A Discussion of Community of Practice and the Construction of Organization Core Competence — A Case Study of BS Supplementary Education Group (Stephen Dun-Hou Tsai and Chih-Yu Lee) Pioneering Social Entrepreneurs in Japan: Financial Performance and Social Achievement (Akira Sawamura and Satoshi Arimoto) The Socially Constructed Industry Landscape through Entrepreneurial Practice Innovation: Health-Care Product Industry in China (Stephen Dun-Hou Tsai and Meng-Chen Wu) Contiguous Entrepreneurship in a Modern Food and Beverage Business Group — the Perspective of Complex Adaptive System (Shang-Jen Li) How Cultural Product Could Re-create the Representation of Region: A Story About Organizing (Ted Yu-Chung Liu and Jung-Chih Hung) Narrating an Entrepreneurial Process — A Case from Taiwan's Outlying Islands (Ming-Rea Kao and Shelley Hui-Yin Lin)

Readership: Researchers and professionals who are interested in understanding the importance of entrepreneurship in sustaining the prosperity of society.

Key Features: The book provides in-depth description of entrepreneurial case studies from Taiwan, Japan and China, and illustrates how entrepreneurship activity emerge and develop in these countries

From the Inside Flap This book focuses on the importance of entrepreneurship in sustaining the prosperity of society and uses the case studies from Taiwan, Japan as well as China, to provide an insight into Societal Entrepreneurship in Asia, and the construction of an entrepreneurial society. In order to provide a comprehensive and complete picture on entrepreneurship, the authors have also included both case studies of commercial endeavors as well as non-profit making business endeavours. These collective experiences would be invaluable to readers who are seeking to understand the role of entrepreneurship in Asian society.