

Competitiveness of the ASEAN Countries

Corporate and Regulatory Drivers

Edited by **Philippe Gugler**, University of Fribourg, Switzerland and **Julien Chaisse**, Chinese University of Hong Kong

In an age in which it is increasingly necessary for nations to consider their competitiveness and at a time when the world economy is facing recession, this book explores the possible trajectory of ASEAN – arguably one of the most dynamic areas in the world – as a regional economic and political bloc.

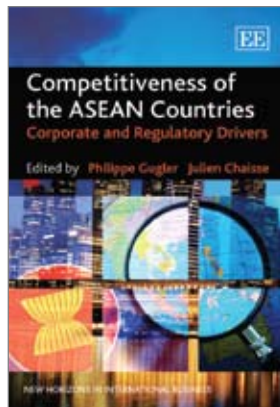
This important and timely study focuses on the role of foreign direct investment in advancing the performance of ASEAN and the competitiveness of its firms, whereas other studies typically focus solely on the role of trade. The expert contributors – an interdisciplinary assembly of economists, lawyers and political scientists – present a comprehensive view of ASEAN's experiences over the past decade, addressing the industrial competitiveness of ASEAN and analysing the role of MNEs against the background of the challenges of integration. They illustrate that regional integration will only be a success if ASEAN's linkages are broadened with global partners through negotiations of Free Trade Agreements. The book concludes that although much still remains to be done, and many promises are still to be unveiled, ASEAN's 'coming of age' is a historic milestone.

Competitiveness of the ASEAN Countries will appeal to a broad readership including students, academics and researchers with an interest in Asian studies, international business, international economics and international law.

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