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**Sinopsis**

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**Summary:** This book looks at the new configuration taken by Asia-Europe economic relations. It is set against the background of the inclusion of China in the WTO, the growth of foreign investors from emerging Asian countries, and the economic reforms in a number of crisis-hit South East Asian economies. It is written by a number of well established European and Asian scholars from the fields of economics as well as management. The different chapters in the book highlight key contemporary issues from theoretical, conceptual and empirical perspectives. **Key Features:** Provides an up to date account of the key contemporary issues in the area of Asia-Europe economic relations. By its interdisciplinarity (connecting management with economics), it shows how the linking of the different disciplines is essential to understand the key issues at stake in the area. Can be used by students, researchers, as well as by practitioners. Is written by well-recognized Asian and European experts in the field of Asian studies and Asia-Europe relations. **The Editors:** Bernadette Andreosso-O'Callaghan is Jean Monnet Professor of Economic Integration and Director of the Euro-Asia Centre, University of Limerick (Ireland). Jean-Pascal Bassino is currently Associate Professor of Economics at Australia National University, Australia, after spending 3 years at the Maison Franco-Japonaise (Nichi-Futsu Kaikan) Tokyo, and at the Institute of Economic Research, Hitotsubashi University, Tokyo. Sam Dzever is Professor of Marketing at the Institut National des Telecommunications (INT, France). Jacques Jaussaud is Professor of Management at the University of Pau (France). **Readership:** This book is recommended reading for 3rd and 4th year Economics and Management students.