



AFTERHOURS BOOKS

GOING EAST

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by Dr. Rudolph Tjandra

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A profound book on Marketing from Dr Rudolf Tjandra's perspective as a scholar-practitioner with over 25 years of solid experience in FMCG (Fast Moving Consumer Goods) in Asia. This book provides fundamental thought from the author on 'what matters most' to run a successful business and to build a strong brand in the context of ASEAN market. The competitive environment has become much more complex today due to technological change and disruption in the digital era, market dynamic and turbulence as well as the change of consumer behaviour and preference. Dr. Rudolf internalised on those elements and translated his deep analysis & understanding into strategies on how to create values and take advantage of the opportunities that abound in this part of the world.

Recommended as a 'must read' for every marketing professional in FMCG and other industries, business owners, those working in the field of management profession to broaden their perspective & source of best practice ideas.

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Dr. Rudolf Tjandra is the Chief Marketing Officer and Director of one of the largest and most successful consumer goods company East Asia. In his 25 years of experience, Rudolf has held key management positions in some of the world leading companies in Indonesia and overseas. Dr. Rudolf received most of his education in the United Kingdom where he earned his tertiary and advanced degrees and other professional training in public administration, business administration and management and from some of the world's leading Universities including Cambridge, Liverpool, Cardiff and Essex.

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