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Crafting Customer Experience Strategy: Lessons from Asia looks at how Customer Experience Management can be vital in providing a competitive advantage for businesses. This is essential reading for marketing scholars and practitioners looking for insights into improving their customers' experiences.

Identifies specific print and broadcast sources of news and advertising for trade, business, labor, and professionals. Arrangement is geographic with a thumbnail description of each local market. Indexes are classified (by format and subject matter) and alphabetical (by name and keyword).

This volume of Advances in Global Leadership updates researchers and practitioners on the state of the field and research gaps. Part I presents new empirical studies; Part II features papers on global leadership development programs offered by universities. Contributors range from well-known voices to new scholars with fresh perspectives.

As international travel became cheaper and national economies grew more connected over the past thirty years, millions of people from the Third World emigrated to richer countries. A tenth of the population of Mexico relocated to the United States between 1980 and 2000. Globalization theorists claimed that reception cities could do nothing about this trend, since nations make immigration policy, not cities. In Deflecting Immigration, sociologist Ivan Light shows how Los Angeles reduced the sustained, high-volume influx of poor Latinos who settled there by deflecting a portion of the migration to other cities in the United States. In this manner, Los Angeles tamed globalization's local impact, and helped to nationalize what had been a regional immigration issue. Los Angeles deflected immigration elsewhere in two ways. First, the protracted network-driven settlement of Mexicans naturally drove up rents in Mexican neighborhoods while reducing immigrants' wages, rendering Los Angeles a less attractive place to settle. Second, as migration outstripped the city's capacity to absorb newcomers, Los Angeles gradually became poverty-intolerant. By enforcing existing industrial, occupational, and housing ordinances, Los Angeles shut down some unwanted sweatshops and reduced slums. Their loss reduced the metropolitan region's accessibility to poor immigrants without reducing its attractiveness to wealthier immigrants. Additionally, ordinances mandating that homes be built on minimum-sized plots of land with attached garages made home ownership in L.A.'s suburbs unaffordable for poor immigrants and prevented low-cost rental housing from being built. Local rules concerning home occupancy and yard maintenance also prevented poor immigrants from crowding together to share housing costs. Unable to find affordable housing or low-wage jobs, approximately one million Latinos were deflected from Los Angeles between 1980 and 2000.