

## Book Review on Frank N. Pieke and Koichi Iwabuchi (2021). Global East Asia: Into the Twenty-First Century

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**Abstract:** *Global trade is world-wide. This book focuses on East. The main countries examine China, Japan, Korea and Southeast Asia. The diasporas of some East Asian countries are examined in this book. Many different authors are considered in this book. A scholar East Asia and commerce may find this book to be helpful.*

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## Introduction

Global businesses must integrate different geographic areas in their strategy. A fast-expanding area, in terms of influencing the whole World, is East Asia. Frank N. Pieke and Koichi I. Iwabuchi are the editors of this very interesting book, on a wide array of topics. Pieke is a Dutch cultural anthropologist and expert of modern China. Currently he is chair of modern China studies in Leiden University. Iwabuchi is Professor of Media and Cultural Studies at the School of Sociology at Kwansai Gakuin University in Japan. Chapters are written by the editors: Jeff Kingston, Andrew Field, James Farrer, Julia Lowell, Hiroshi Kan Sato, Akikio Hiratuska-Sasaki, Lindsay Black, Sidney Cheung, Jung-Sun Park, William A. Callahan, Futao Huang, Adrienne Lo, Leejin Choi, Margarret Sleeboom-Faulkner, Mei Zhan, Kwee Hui Kian, John Lie, Takeyuki Gaku Tsuda, Miriam Driessen, Biao Xiang, Elena Barabantseva, Caroline Grillot, Michaela Pelican, Louisa Schein, Chia Youyee Vang, Ildiko' Beller-Hann, Ruben Gonzalez-Vicente, Rogier Creemers, Paul Nyiri, Richard McGregor, Herve Lemeahieu, Ingrid d'Hooghe, and Ulf Hannerz .

## Discussion

The book not only explains how Chinese, Japanese, and Korean cultures are spreading over the World. It also describes some of the Southeast Asian cultures. "Global East Asia has become a center of innovation in science and technology, rivaling and in certain areas, even surpassing the West" (p. 1). Key areas in the World, show conflicts between stronger powers having effects on smaller local areas. One example is the island of Okinawa. This area is caught between Washington, D.C., Beijing, and Tokyo (p. 15). The island has been greatly influenced by the U.S. from 1945, onward. Though local Japanese polity has increased for Okinawa. Complaints about crimes committed by U.S. military and contract personnel have been voiced for a long while (pp. 15-30). However, "both Tokyo and Washington still regard Okinawa as an indispensable platform for projecting military might, and policymakers remain deaf to the democratic voice of Okinawans" (p. 28).

This book also discusses cultural influences between different East Asian cities and interactions with some other cities. For example, in detail the spread of jazz music throughout the World is chronicled. These places include Tokyo, Shanghai, Manilla, Jakarta Singapore and other places (pp. 31-40).

Somewhat forgetting the harm Mao did, Xi Jinping thinks he can use elements of Maoism and other ideas to construct a strong totalitarian state (p. 41). The book summarizes some of the places where Mao tried to spread his "system". These include Indonesia, North Korea, India, Nepal, Cambodia some African places and others. Mao' success in reaching his goals in these places, varied (pp. 41-51). The Japanese Official Development Assistance (ODA) has amongst other pursuits, specialized in aid to Southeast Asian countries. The ODA has also done work in Africa and Latin America (pp. 52-65). One strategy that Japan, China and South Korea is to "invite the trainees from developing and let them observe and understand what lies behind the success of East Asian economics development" (p. 62).

Some of the East Asian foods and beverages discussed in this book include Chinese cold oolong tea, different types of green tea, Cantonese dim sum, Peking or Beijing roasted duck, Japanese sushi, Korean barbecue, Thai spicy food, Vietnamese and other type cuisines (p. 81-90). The spread of Korean culture, sometimes called Korean wave, has influenced Asia, Europe, North America and some other places (pp. 91-103). Ai Weiwei, a Chinese artist, has used his artistic ability in film and other mediums to inform others about issues Weiwei wished to protest about. For example, Ai Weiwei is a major part of the creation in the film titled *Human Flow*, about the difficulties that refugees endure (pp. 104-114).

"East Asian societies have traditionally been highly literate" (p. 115). It is important to understand that, in the Confucian tradition shared by China, Korea, and Japan, education and literacy are valued as chief, if not the sole way to become a civilized person and a full member of society" (p.115). This reviewer stresses that Confucianism is something different from some of the traits of government. Japan and South Korea have a different form of government from that of Vietnam and China. Vietnam is also traditionally listed as a

country with a strong Confucian nature<sup>1</sup>. Also, “beyond education and training, research in East Asia is also fully connected with global science and technology” (p.116). Many of the educational, scientific, and technological contributions of the Far East are described here, in this book (pp. 115-157).

The book contains detailed discussion about the diaspora of East Asian cultures. Japanese, Taiwanese and Korean migrants are concentrated mainly in the New World but are found in other countries, including those in Latin America (pp. 159-163). Chinese immigrants and their descendants are also found widespread, with a large concentration in Southeast Asia (p. 159-163). Interestingly, “many Chinese descendants in fact produce new meanings of being Chinese for themselves, continuing the link with China in the contemporary world” (p. 159). The experience of Chinese immigrants has been varied. Though not in this book, anti-Chinese views have been incited by Trump, who has done all he can to stir up racism as part of his divide and conquer strategy for obtaining personal power. It is related to his incited capitol riots on January 6, 2021, to bring down the elected government of the United States. Without a doubt, the U.S. is at one of its most divided state since the Civil War (1861-1865). In the book, a clear example of recent anti-Chinese raids occurred in Jakarta, Indonesia, which occurred in 1998. These were the worst in recent decades in that city, causing many assaults and murders (p. 176-176). Many South Koreans emigrated to the United States, Brazil, Argentina, China, Japan and other countries. South Korea is far more economically advanced than North Korea. Many South Koreans have emigrated to the United States, Brazil, Argentina, China, Japan, and other countries. South Korea is far more economically advanced than North Korea (pp. 179-188). It is “estimated the South Korean economy started to supersede that of North Korea beginning only in the early 1970s (p. 183).

The Japanese Diaspora includes descendants scattered primarily throughout North America and Latin America. Furthermore, there are Japanese immigrants in China, Peru, Argentina and other countries (pp. 189-198). Currently, the two largest communities in the Japanese diaspora consists of Japanese Brazilians and Japanese Americans. Although there are much smaller Japanese immigrant communities in Canada, China, Peru, and Argentina, as well as in other countries (p. 189-198). Chinese workers who came to the U.S. to work on a railway and to South Africa to work in gold mines “are engraved in the public imagination as the epitome of industrial workers” (p. 199). In more recent times, Chinese have worked hard “in Japan, South Korea, and Singapore” (p.199). A reason Chinese work so hard is for stability and security” of their family, for generations (p. 204).

## Conclusions

Some details about sub-groups are provided in this book. (pp. 209-243). “Chinese businesses have experienced profound metamorphosis in the last four decades, transitioning from ‘work units’ in a planned economy to profit-seeking enterprises in an environmental dominated by market principles” (p. 253). The Chinese government and individual Chinese businesses have done well in providing a valuable contribution to “globalization” (p. 260). In the book the reader will find a “rich overview” of the ways that many East Asian countries have created a center of global commerce (p. 310). A lot of different views are presented in this book. It is beneficial for anyone to read and especially those people who set strategy for global business.

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<sup>1</sup> Draft Richard L. and Dorothy Marcie (2011). *Understanding Management*. Mason Ohio: South-Western Cengage Learning