



Startup Asia: Top Strategies for Cashing in on Asia's Innovation Boom

Rebecca A. Fannin

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Find out where the new innovation hot spots are, what the next consumer waves will be, and where to catch them

Asia's innovation hot spots are fast emerging as first-choice destinations for bright, young entrepreneurs. From Taiwan to Singapore, technology center hubs are forming to rival the original Silicon Valley. *Startup Asia* gives you a close-up view into the key growth trends shaping entrepreneurship in China and India, plus the new frontier market of Vietnam.

Showing how entrepreneurs and investors can start up in Asia and go global, the book provides a first-hand, on-the-ground tour of the new technology centers that are gaining momentum all over Asia. Interviews with the most successful venture capitalists and entrepreneurs reveal their winning strategies and show how a new generation of entrepreneurs in China and India are no longer looking to the West for their cues—but are instead crafting their own local business models and success strategies.

- Shows entrepreneurs and investors how they can pursue their dreams of launching successful start-ups in Asia
- Reveals that many of the same venture investors that first funded young businesses in Silicon Valley moved into China, then India, and are now finding their way to Vietnam
- Addresses the risks of doing business in Asia's developing markets, including lack of intellectual property protection, political and regulatory shifts, bribery, and corruption

From high-profile Forbes contributor Rebecca Fannin, *Startup Asia* is the essential guide for anyone looking to trek into this new frontier.

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