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Korean Women Managers and Corporate Culture: Challenging Tradition, Choosing Empowerment, Creating Change (Routledge Studies in the Growth Economies of Asia)

Jean R. Renshaw

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The typical view of Korean women is not as managers. The stereotype is of Korean women serving and pleasing men, or more recently as aggressive shopkeepers and bar-owners. Very little has been written to challenge this misconception. This fascinating book reveals there have always been managers amongst Korean women, particularly in occupations like money lending, retail and fashion, and women continue to serve after the economic crash at the beginning of a new century. *Korean Women Managers and Corporate Culture* illuminates the many roles of women - from management, leadership and policy making, to the more traditional positions as homemaker and wife – and describes the distinctive Korean corporate culture and economy in order to evaluate the future of women as well as that of Korea itself.

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