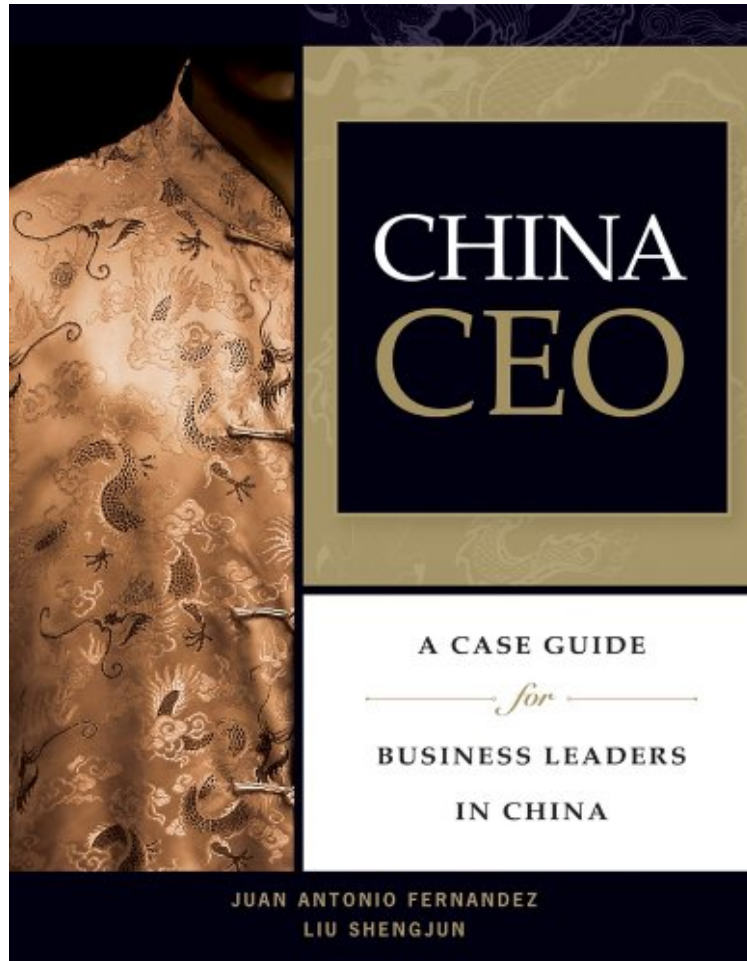


China CEO: A Case Guide for Business Leaders in China

Juan Antonio Fernandez, Liu Shengjun
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Juan Antonio Fernandez, Liu Shengjun : China CEO: A Case Guide for Business Leaders in China before purchasing it in order to gauge whether or not it would be worth my time, and all praised China CEO: A Case Guide for Business Leaders in China:

0 of 5 people found the following review helpful. Present for my dadBy Vincent SchoneburgHeard great things about this book and the author. Got it as a present for my dad who does business in Hong Kong.

CHINA CEO: A Case Guide for Business Leaders in China Some Western business leaders are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast paced business environment and surprisingly aggressive local competitors. This book uses case studies to both illuminate and examine these key managerial challenges. Each case focuses on a specific topic and is complemented with commentaries from professors and executives who have extensive front-line experience in China. The cases are the product of three-year research and

are well-tested in MBA and executive courses. The authors' philosophy is that readers can learn most effectively through the experience of others captured in real cases! The book includes a broad range of companies, such as Emerson, Eli Lilly, General Motors, Peugeot, Carrefour, Daimler-Chrysler, Picanol. It also includes more personal experiences concerning the many challenges of expatriate-living in China, some of whom have started their own businesses. The book provides concise but insightful analysis to help readers to get the most from the case studies. As a result, this book will help you get better prepared to face the varied challenges you will find in China. These cases complement the material presented in a previous work, *China CEO: Voices of Experience from 20 International Business Leaders*, also published by John Wiley Sons.

From the Inside Flap

Some Western business leaders are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast paced business environment and surprisingly aggressive local competitors. This book uses case studies to both illuminate and examine these key managerial challenges. Each case focuses on a specific topic and is complemented with commentaries from professors and executives who have extensive front-line experience in China. The cases are the product of three-year research and are well-tested in MBA and executive courses. The authors' philosophy is that readers can learn most effectively through the experience of others captured in real cases! The book includes a broad range of companies, such as Emerson, Eli Lilly, General Motors, Peugeot, Carrefour, Daimler-Chrysler, Picanol. It also includes more personal experiences concerning the many challenges of expatriate-living in China, some of whom have started their own businesses. The book provides concise but insightful analysis to help readers to get the most from the case studies. As a result, this book will help you get better prepared to face the varied challenges you will find in China. These cases complement the material presented in a previous work, *China CEO: Voices of Experience from 20 International Business Leaders*, also published by John Wiley Sons.

From the Back Cover

"Applying knowledge is contextual, and doing so in the new context of China is truly innovative. With this outstanding collection of some of the best cases, leading Professors of the China Europe International Business School apply state-of-the-art management concepts and theories to the business reality in China. Great for executives moving to China and students interested in managing in an international environment." — Rolf D. Cremer, Professor of Economics, Dean and Vice President, China Europe International Business School

"China CEO: A Case Guide for Business Leaders in China is a wonderfully balanced set of case studies that the new as well as experienced China manager can learn from. Through its descriptions of and commentaries from expatriates and local Chinese on the case studies, the book provides practical insights and juxtaposing opinions on how business is done in China and what works and does not work in different situations. I strongly recommend this book for anyone interested in doing business in China." — John P. Wong, Chairman, Boston Consulting Group, Asia Pacific

"Combining practical case studies with valuable professional comments, China CEO: A Case Guide for Business Leaders in China highlight all the most significant problems and challenges a businessman will face as he struggles to succeed in China's highly complex and stimulating markets. The cases offer great insights even for veterans of the commercial wars and should be compelling reading for them as well as investors, students or anyone trying to come to grips with China on a practical basis." — Carl Walter, Managing Director China Chief Operating Officer, JPMorgan

About the Author

Dr. Juan A. Fernandez is Professor of Management at CEIBS, Shanghai, China. He earned his PhD from IESE (Spain) in 1997. He is frequently invited to give presentations on how to manage business enterprises in China by leading multinationals and has recently given presentations in China, South Korea, Japan, India, Europe and the United States. His work has been published in *Harvard Business Review* (Spain), *Business Week-China*, *Organizational Dynamics*, *Business Strategy*, and the *Asian Case Research Journal*. He was the co-author of *China CEO: Voices of Experience* published by John Wiley Sons in 2006. His third book, *China's State Owned Enterprise Reforms: An Industrial and CEO Approach*, was published by Routledge in 2006. Dr. Shengjun Liu is the Assistant Director of Case Development Center of CEIBS. His research interest includes corporate governance, human resource management, and emerging Chinese multinationals. He first worked at Shenzhen Stock Exchange before joining CEIBS (China Europe International Business School). His publications have appeared in *Asia Case Research Journal* and leading Chinese journals such as *Harvard Business Review (China)*, as well as in some widely read Chinese newspapers. He is also the co-author of *Selected Cases of CEIBS* by China CITIC Press.