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Hong Liu

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#2363745 in eBooks 2013-07-04 2013-07-04 File Name: B00DSLSTWY | File size: 58.Mb

Hong Liu : Chinese Business: Landscapes and Strategies before purchasing it in order to gage whether or not it would be worth my time, and all praised Chinese Business: Landscapes and Strategies:

China has been the fastest growing economy in the world over the past twenty years, and its influence in the global economic and political arena is becoming increasingly stronger; it is expected that China will soon become the second largest trading nation in the world. Other books cover only part of this growing picture, and the analysis and understanding of Chinese enterprises and competitors has been lacking until now. This key book provides a comprehensive, practical guide to business in China, featuring both theoretical/academic and practical perspectives.

With a strong focus on the ways in which language, traditional thought and stratagem culture influence how Chinese do business, this book offers a complete view of industry structures and the competitive landscape, thus providing a framework for Western companies to develop successful business and marketing strategies. Broad-ranging and informative, *Chinese Business: Landscapes and Strategies* can be used as a textbook for undergraduates and postgraduates at business schools, as well as a reference book for those on senior executive programmes and for consultation on particular aspects of business in China.

'Chinese Business is timely in view of China's dynamic development in the past decades. The author offers a comprehensive body of knowledge on Chinese culture, tradition and thinking, which can aid in building successful and sustainable business relationships. Written from a Chinese perspective, the book is a must read for executives planning to do business in China.' Claude Cellich, Vice President External Relations, International University in Geneva, Switzerland
'In this timely, well-researched book, Dr Liu combines theory, practice and sharp, practical insight with a wealth of detailed case studies. It should be read by university students, researchers, consultants and practitioners alike in both the public and private sectors who wish to gain insight into how Chinese businesses work and behave in the fiercely competitive environment of the 21st century.' Andrew K P Leung, International and Independent China Strategist
'Understanding Chinese business is vital in the contemporary business world, and Hong Liu's book illuminates a complex subject for readers globally.' Stephen Perry, Chairman of the 48 Group Club, UK
About the Author
Hong Liu is Director of the China Business Centre at the University of Manchester, UK. He has consulted for the British government and many multinationals on China strategies. He is the author of *Foreign Direct Investment and Strategic Alliances in Europe* published by Hawthorn Press in 2001.