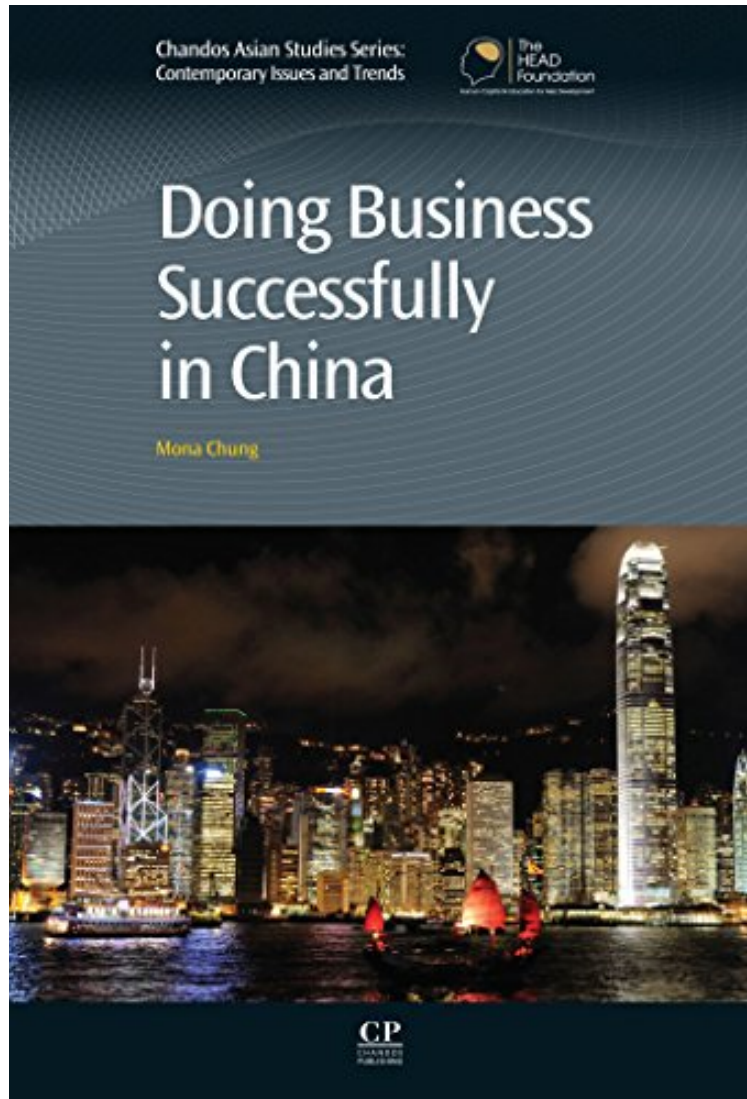


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## Doing Business Successfully in China (Chandos Asian Studies Series)

*Mona Chung*

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**Mona Chung : Doing Business Successfully in China (Chandos Asian Studies Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Doing Business Successfully in China (Chandos Asian Studies Series):

0 of 0 people found the following review helpful. DOING BUSINESS SUCCESSFULLY IN CHINA By tradal I wish I had been able to read Dr. Chung's book before I was sent to China in the mid-90's as General Manager of a Sino-Australian joint venture. Despite good preparation I found so many differences between Western and Chinese cultures in business. I personally made many errors. I underestimated the impact of cultural differences that I was aware of, and

I failed miserably to understand the cultural differences that I had not been aware of. I have incessantly reviewed my time in China to see how I could have done better. Dr Chung's book was a revelation. If I had then been aware of the cultural issues that she has revealed, I would have been very much more successful. This is an essential work for an innocent Western business person to read before being involved with China and the Chinese. [ASIN:1843345498 Doing Business Successfully in China (Chandos Asian Studies)] 0 of 0 people found the following review helpful. Doing Business Successfully in China By Happy Reader What a well made book; comprehensive and detailed. The particularly good thing for me was the clear, simple down to earth practical recommendations and explanations which are founded (but not intruded by) a depth of theoretical. No single person interacting with China should be without a copy.

Despite the overwhelming importance of the Chinese economy to the success of Western economies, there has yet to be an examination of why Western companies have had difficulties in doing business with the Chinese. A significant barrier that companies have difficulty to overcome is the effective communication with their Chinese counter parts. This major impediment is caused by no understanding of the cultural differences between the Chinese and Western business cultures. This book offers the solution to this problem: the bi-cultural personnel. The first book presented by a true bi-cultural consultant and researcher who has depth knowledge in the understanding of both the Australian and Chinese markets, culture and more importantly the behavioural pattern of people from both sides of the businesses. Provides a totally new perspective for business managers and entrepreneurs to find out how to avoid the same fate as has befallen so many failed enterprises. The new perspective is to highlight the acceptance of cultural differences as the focus for devising and implementing successful strategy.

About the Author Dr Mona Chung is an expert in doing business with China. As a bi-cultural person she short-circuits processes and produce results that increase efficiency by between 70% and 50%. Dr Chung is a frequent guest speaker at public forums and tertiary institutions and is the author of an extensive list of publications in cross-cultural business studies. Dr Chung teaches international business, management and marketing.