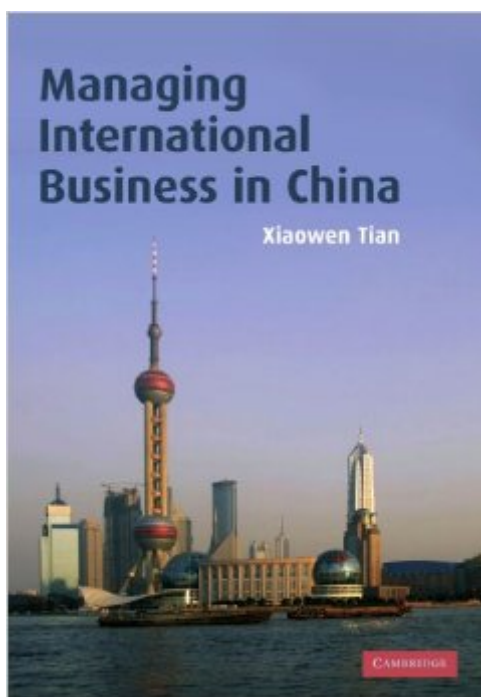


The book was found

Managing International Business In China



Synopsis

With the rise of China in the world economy, investors from all over the world are moving to explore business opportunities in this market. Managing international business in a transition economy like China is a daunting challenge. Tian presents a practical guide to major managerial issues faced by foreign investors in the China market including strategic management of Guanxi, entry mode selection, alliance management, negotiation with Chinese partners, human resource management, marketing management, protection of intellectual property rights, and corporate financial management. These issues are analyzed in the light of relevant theoretical models of international business, with reference to current management practices of transnational corporations operating in China. With up-to-date case studies, questions for discussion and recommended readings at the end of each chapter, this book can be used as a textbook for postgraduate programmes in international business or other management disciplines, and as a textbook for executive training programmes.

Book Information

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Customer Reviews

I recommend this to anyone new to doing business in China and even those with several years of experience. As a text in college focused on China this would be my first choice, supplemented by outside readings in Chinese history, culture, politics and global finance. The text covers the essential strategic commercial China background and questions - the why China, why now, and what is unique and relevant - - then takes a disciplined process approach to how you enter and manage in China. From the essential "entry" mode, alliances, partner selection, negotiations and

more. Critical topics like managing HR in China, from a distance - motivation and more. The topics touch reality and are enriched with proven theory - backed with case studies, analysis and numbers. The language is easy to read, follows threads to conclusions, coupled with insightful learnings backed with contemporary in country examples - getting the point is easy - sensible - and retainable. This is a fluid and masterful presentation and not at all a dry, nor choppy mashing of fact, example, and anecdote together. Easily in my top 10% of China reads on business.

Thanks!

Listen, I'm going to level with everyone and say what should be said even though saying what people are not saying is said to be too dark and off-limits for anyone wanting to say something like that to say. The name of the author in its true mandarin (putonghua) form is tian xiao wen, not its reverse. This is a conspiracy against language itself. Without language there can be no communication. Without communication there is war. War mean nuclear war these days, what with Iran and all, this conspiracy against the author affects us all and threatens us with global nuclear genocide. But I recommend this book highly.

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