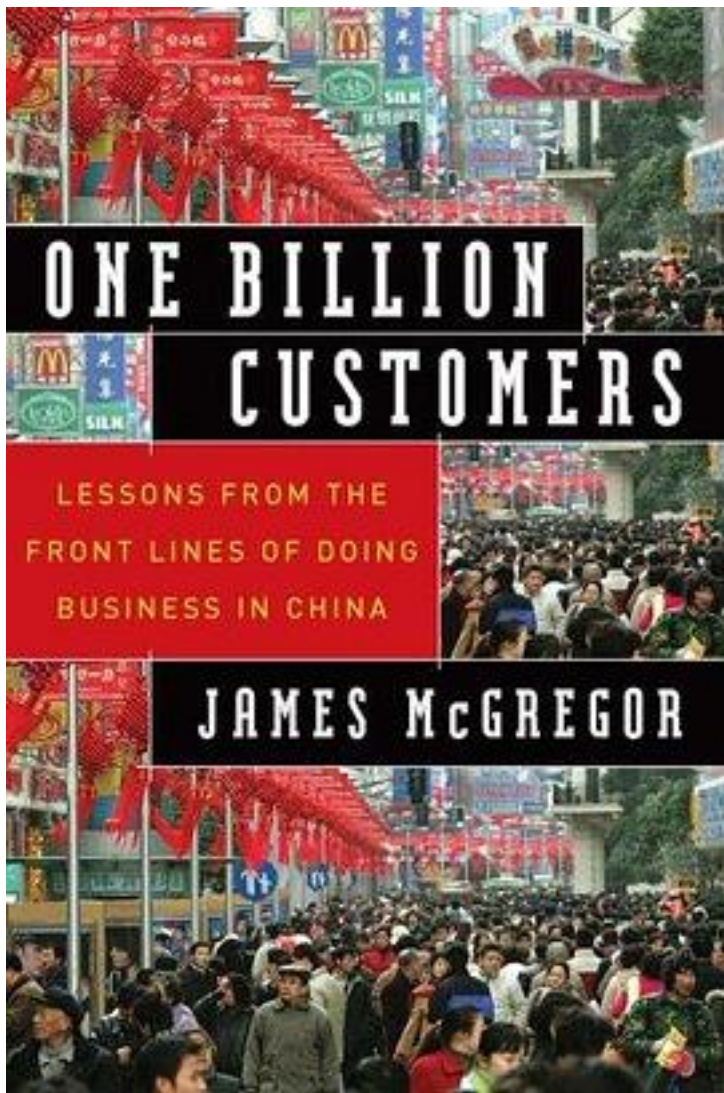


One Billion Customers



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著者:James McGregor

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Publisher Comments:

It is well known that with a population of 1.3 billion people, China's market is moving quickly toward surpassing those of North America and Europe combined. Companies from the United States and around the globe are flocking there to buy, sell, manufacture, and create new products. But as former Wall Street Journal China bureau chief turned successful corporate executive James McGregor explains, business in China is conducted with a lot of subterfuge — nothing is as it seems and nothing about doing business in China is easy.

Destined to become the bible for business people in China, *One Billion Customers* shows how to navigate the often treacherous waters of Chinese deal-making. Brilliantly written by an author who has lived in China for nearly two decades, the book reveals indispensable, street-smart strategies, tactics, and lessons for succeeding in the world's fastest growing consumer market.

Foreign companies rightly fear that Chinese partners, customers, or suppliers will steal their technology or trade secrets or simply pick their pockets. Testy relations between China's Communist leaders and the United States and other democracies can trap foreign companies in a political crossfire. McGregor has seen or experienced it all, and now he shares his insights into how China really works.

One Billion Customers maximizes the expansive knowledge of a respected journalist, well-known businessman, and ultimate China insider, offering compelling narratives of personalities, business deals, and lessons learned — from Morgan Stanley's creation of a joint-venture Chinese investment bank to the pleasure dome of a smuggler whose \$6 billion operation demonstrates how corruption greases the wheels of Chinese commerce. With nearly 100 strategies for conducting business in China, this unprecedented account combines practical lessons with the story of China's remarkable rise to power.

作者介绍:

James McGregor is everybody's go-to guy on China, providing strategic advice to top political leaders and Fortune 500 CEOs, serving as an insightful and influential China commentator for television, radio and print media across the globe, and guiding China investments, mergers & acquisitions and all manner of business deals for clients of JL McGregor & Company.

James McGregor is the founder, chairman and CEO of JL McGregor & Company LLC, a China-focused research and advisory firm. A Mandarin speaker, he is a journalist-turned-businessman who has lived in China for 20 years and the author of the book *One Billion Customers: Lessons From the Front Lines of Doing Business in China*, a widely-acclaimed best-seller published by Simon & Schuster.

Previously, McGregor ran the private consulting firm BlackInc China, which was the launching ground for JL McGregor & Company. He has long served as Senior China Advisor for Ogilvy Worldwide, and has also been senior China advisor for Spencer Stuart and a Senior Director of Stonebridge International LLC, an international strategic advisory firm headed by former U.S. National Security Advisor Sandy Berger. Before researching and writing the book, McGregor was a partner and the China managing director for GIV Venture Partners, a \$140 million venture capital fund specializing in technology investments in China and India. McGregor was also a

pioneer of the Chinese Internet, serving as an advisor to many Chinese Internet startups and as an early investor and board member of Sohu.com during the company's July 2000 NASDAQ listing.

McGregor's interest in Asia began at age 18 when he served as an infantry soldier in Vietnam. His China career started in 1985 when he backpacked through China and decided he wanted to learn Mandarin and focus on being a journalist in China. At the time, McGregor was a reporter on Capitol Hill in Washington D.C. for Knight-Ridder Newspapers. From 1987 to 1993 McGregor served as The Wall Street Journal's Taiwan bureau chief and The Wall Street Journal's China bureau chief.

From 1993 to 2000, McGregor was chief executive of Dow Jones & Co. in China, and a vice-president in the Dow Jones International Group. At Dow Jones, McGregor built a portfolio of media businesses that employed some 150 Chinese professionals with offices in Beijing, Shanghai, Shenzhen and Hong Kong. In 1996, McGregor was Chairman of the American Chamber of Commerce in China. He also served for a decade as a Governor of that organization. McGregor is currently a member of the National Committee on US-China Relations; a member of the International Council of the Asia Society; and he serves on a variety of China-related advisory boards.

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标签

经济

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思维

GW

评论

这种给中国人看那是绝壁没意思

作者我还挺熟悉的一个大叔..too kind to do any effective business的那种美国人..这书找到介绍给外国分析师总结错误的。按照商业逻辑中国消费市场纵深广大(当然仅限某些行业)按照资本市场逻辑这个市场是被严重高估的..我也参加过几轮survey每次都想笑。这书的定位貌似是指导别人在中国做生意。作者本人我印象中也创业过..有个小小的journalist-based research firm..卖给高盛之后作者被架空了..然后GS卖给了波特兰的小投行然后又卖给了印度人..然后就没有然后了..至今在静安嘉里cover中概股割美国基金..然而James同学彻底踏空了。所以他写的什么重要么？

视角专业，文笔老练。非我族类，其心必异。

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书评

想了很久，写这篇评论该用中文还是英文？
用英文比较简单，不用翻译来翻译去的。而且写中文多半要捱人骂。
但是。。。最后决定用中文。因为觉得这书虽然是给到中国做生意的外国人写的，对国人的用处应该也很大。至少大家可以反思一下。用一个不同的视角来看我们现在的社会。
。 ...

本书的作者来头相当可以，这是一本牛x的书，但是一直无法在国内出版，当初译言网有大拿已经将全文翻译好，译文质量非常好，并且放到了网上，但是后来被删除了，原因你们也想得到：讲的太多了。
为了不被和谐，本书中的所有地名和主要人名用缩写，请随意对号入座。全是八卦， ...

外国人大抵不了解中国和中国人，我一直这么觉得。他们的看法超不脱管中窥豹或盲人摸象，读起来大多让人啼笑皆非，实难服气。但是，今天我要收回这种观点。读了乱翻书先生在译林网所译，美国人James McGregor原著的《十亿消费者》（One Billion Customers），不胜唏嘘。看来，还...

在豆瓣开了一个专栏，主要写投资自我管理方面，欢迎关注：<http://read.douban.com/column/93927/>
研究中国的书也有，但多数是写历史、文化层面的。这本书不同在于它是写给国外投资者的，教他们如何在中国做生意。因为作者的地位较高（华尔街日报中国总编）所以所讲的事例都非常...

从前，有一个美国人，在他18岁时，作为一名步兵参与了残酷的越战，幸运的活了下来。然后亲历了美国70年代的社会大变革和洛杉矶当年的种族骚乱。
1985年，30岁的他和姐姐一同作为背包族，乘坐肮脏拥挤的火车和汽车，走遍了中国的城市和乡村。当时的中国才刚刚摆脱WenGe的阴霾，...

其实知道有这么一本书有段时间了，在译言上也浏览了一下，没觉得特别吸引人，何况还挺长，又没有翻译完全。但是昨天同时从两个地方再次听到推荐，一是和菜头的博客，二是哥们们在电话里兴奋的说在牛博上看到一篇精彩的文章，叫什么《十亿消费者》，我说我看到过，丫顿时颇为失落...

去年从《东方企业家》的同事那里听到James McGregor（麦健陆）这个名字和他的书One Billion Customers: Lessons from the Front Lines of Doing Business in China（《十亿消费者：来自中国经商前线的教训》），本来想在采访Michael Backman——另外一位熟悉亚洲商业内幕的分...

不离开中国，大概永远也没机会了解中国。从外国人的眼里看到的中国反而是最真实的。丑陋的东西看了这么多，我很惊讶于自己还能愤怒。感谢互联网，让善良的大众不致于做一辈子的傻B，被人愚弄

虽然作者是针对外商在中国投资的攻略，但是作为一个国人了解这纷繁复杂的商场，也不可不谓是一个红宝书。故将其内容摘抄在此。 第一章：庄严的谈判 商业红宝书
车轮战、美食、美酒是谈判工具。如果你的中国对手想在一场茅台拼酒宴后完成交易，那最好在合同...

我是从译言了解到《One Billion Customers》的，当时就决定细读。在上海外文书店很容易就买到了。此书出版在1995年，算是比较出名。中文版绝不可能在大陆被允许出版，译言的草根译者也很谨慎，在网站上申明译文不得转载，也不会制作成完整文档供下载，不过到了现在，完整文档我...

McGregor以华尔街记者的敏锐和眼光，再辅之以直接参与中国商界活动的第一手经验和体会，生动传神地向西方人描绘了中国的商业环境；同样地，白痴年代以优雅准确的语言将其翻译成中文，便利了我们许多人，一并感激！ 潜望镜
她是一个潜望镜，让我们在中国这个经济和社会发展航...

为了避免被咔嚓而导致这本书影响的人变少，我自觉地要进行自我审查。总的说来，本书作为一本写给外国人，关于“如何在中国经商”的指南，是非常成功的。我很有冲动想将这本书发给我那还在中国晕头转向的美国老板看看，事实上他们遇到的问题以及愚不可及的处理方法，这本书里多...

《十亿消费者》（One Billion Customers），作者James McGregor浸淫中国事务25年，是见证中国改革开放全历程的前记者，前道琼斯高管。前“内幕人士”资历给了他“中国商界的第一手经验”，兼有做记者的职业经历，写东西不精彩都难。作者以全景式的战略角度，纵向点评中国近代...

真相的真相就是没有真相 现实的显示就是无限现实 世界是主观的世界
辩证唯物主义只是唯心主义的普遍表现罢了

一个原因是 里面的人物基本上会成为未来5年中国的主角
另一个原因是它揭示了光鲜外表下投资中国的艰难。在这个角度，除了口口相传的八卦外很难找到其它的资料可供参考 作为一个中国人，可能里面大多数事情你都不知道

在巴尔舍夫斯基和石广生谈判的同时，朱镕基则在全国经济工作会议上掀起波澜。当江泽民准备开始进行主题发言时，朱镕基站起身来径直走了出去。在场的与会者纷纷交头接耳。朱镕基离席是否表明他的反对立场？两位领导人闹矛盾了么？真实情况是朱镕基离开会场是要与巴尔舍夫斯基会...

虽然作者是针对外商在中国投资的攻略，但是作为一个国人了解这纷繁复杂的商场，也不可不谓是一个红宝书。故将其内容摘抄在此。 第一章：庄严的谈判 商业红宝书
车轮战、美食、美酒是谈判工具。如果你的中国对手想在一场茅台拼酒宴后完成交易，那最好在合同上呕吐然后签字。 中...

书真的不错，难得一个外国人把中国政治、商业研究的这么透彻，让我们这些蒙在鼓里的中国人有一种恍然大悟的感觉，读起来欲罢不能。
此书通过对中国银行，电信，传媒这些领域发展的案例分析，从人、政治、国际环境等多个维度展示了中国当时从无到有的整个过程，那些行业大佬也都...

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