

Doing Business in China



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著者:Tim Ambler

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Since China's accession to the World Trade Organization (WTO) in 2002, China is now officially fully open for business and may soon be the biggest economy in the world. No one in, or embarking upon, a managerial career can afford to ignore a market that comprises one-fifth of the world's population. Doing Business in China is essential reading for the manager or firm setting up a business for the first time in this vital and complex market. Aimed specifically at Western and non-Chinese businesses and managers, this book offers a general framework for understanding Chinese business culture along with a guide for acquiring further knowledge on China.

This text is a practical guide to business practices, market conditions, negotiations, organizations, networks and the business environment in China. Alongside summaries of theoretical research, Doing Business in China provides a perceptual toolkit which will enable the businessperson or student to do business in China and apply that knowledge back in the West.

Building on the strengths of the first edition, this new second edition is fully updated to include new case studies as well as discussion of China's entry into the WTO. It is an invaluable resource for students of international business and management, and

practitioners alike.</P>

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