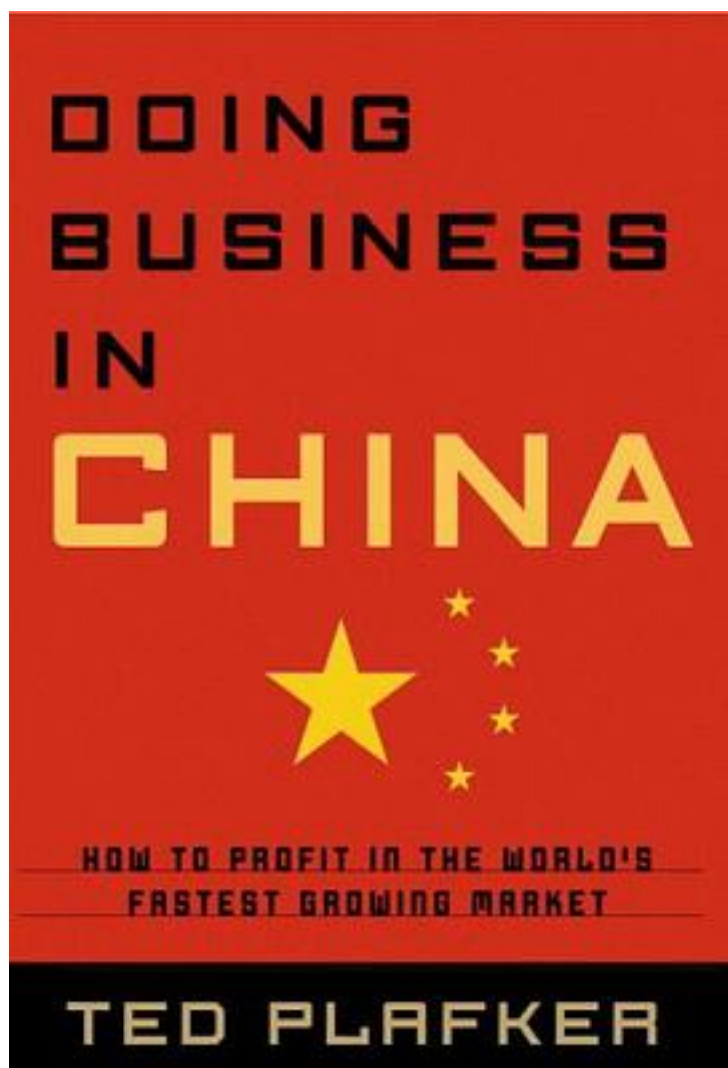


Doing Business In China



[Doing Business In China_下载链接1](#)

著者:Ted Plafker

出版者:Warner Business Books

出版时间:2007-07-01

装帧:Hardcover

isbn:9780446578967

It's common knowledge that China has the fastestgrowing
economy in the world. What is not common
knowledge is exactly how Western companies can gain
a foothold and increase their profits by doing business
inside this next great superpower. Now, respected
business journalist Ted Plafker has written a fully
detailed, yet user-friendly handbook on how individuals
and companies can succeed in this challenging and
often confusing environment. Sections include:
- Pinpointing the Top Emerging Markets: A look at
/>promising sectors such as agriculture, automotive,
biotech, financial services, media, retail, and more.
- Laws, Rules & Regulations: A how-to guide to
/>China's complicated and ever-shifting legal landscape.
- Understanding Cultural Differences: Vital topics
include "Basic Communication," "Talking Politics,"
"The Little Things," and more.
- Sales & Marketing: How to promote and move
products and services to Chinese consumers.

作者介绍:

目录:

[Doing Business In China_下载链接1](#)

标签

Biz

经管

经济学

海外中国研究

当代中国

中国

report

评论

how they see us; caijing has made a fame

[Doing Business In China_下载链接1](#)

书评

[Doing Business In China_下载链接1](#)