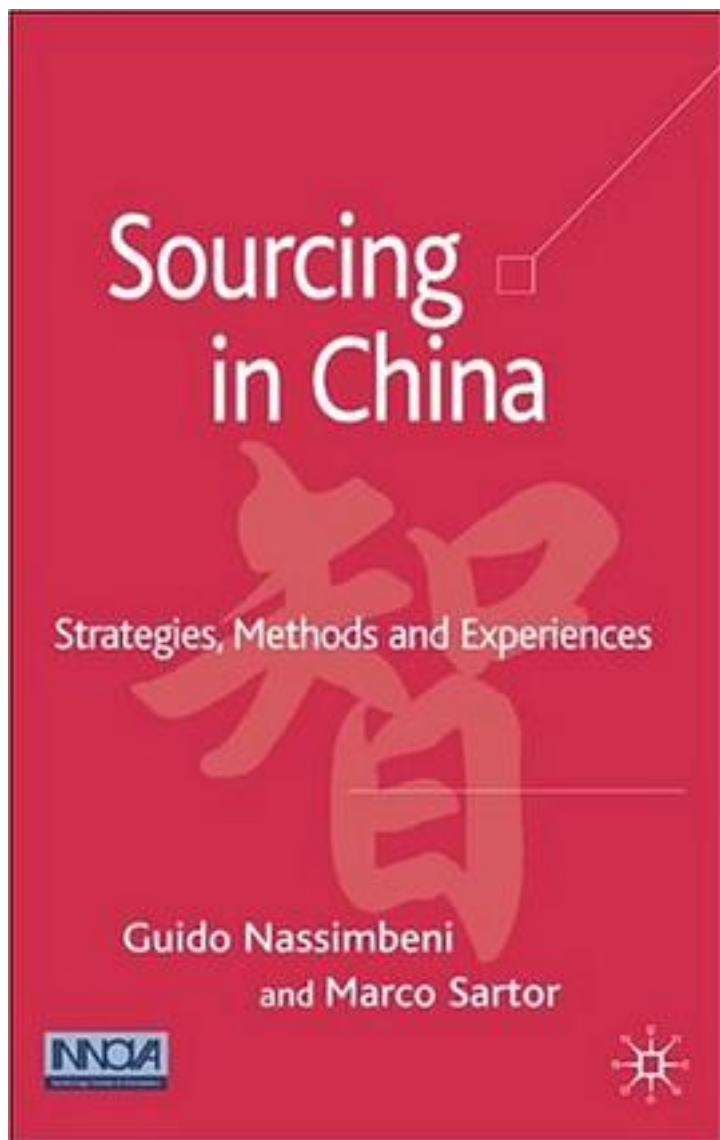


# Sourcing in China



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Global competition requires a global approach to sourcing activities and China now constitutes one of the most attractive sourcing regions. The outcome of an international project led by the authors together with German and Chinese partners, this book is the first to address the managerial demands of developing a production and supply base in the Far East. It highlights the inducements, advantages and obstacles faced by enterprises in the development of a sourcing channel in China. A taxonomy of the various sourcing typologies is proposed and a normative model is described that, on the basis of some discriminating variables, suggests the most suitable sourcing choice. The book examines the paths leading to an effective sourcing channel and International Purchasing Office in China, providing concrete examples of successful sourcing experiences.

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