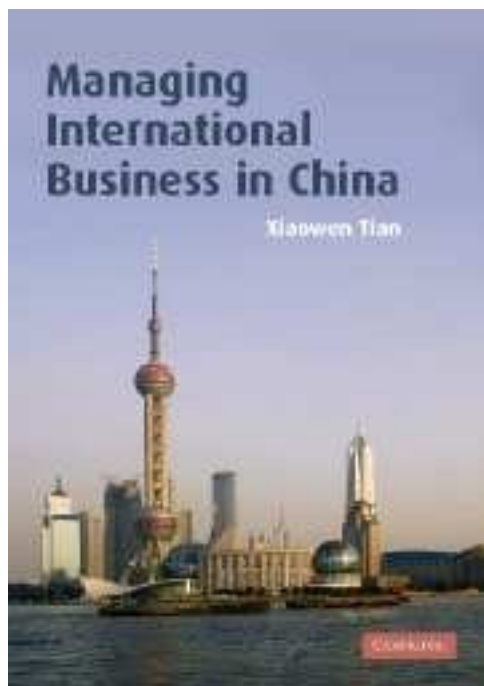


Managing International Business in China



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著者:Tian, Xiaowen

出版者:Cambridge Univ Pr

出版时间:2007-6

装帧:Pap

isbn:9780521679930

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.

作者介绍:

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标签

教材

评论

书是很好懂, 但东西写得很玄乎, 尤其"关系"那章，瞠目结舌的夸张。

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书评

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