

Guanxi

"Guanxi is a riveting story of Microsoft's efforts to do research and development in China. It gives you a front row seat on the global war for scientific talent, the future of innovation, and the growing linkages between the U.S. and China . . . Essential reading for anyone who wants to better understand where the world is headed."
—Jeffrey E. Garten, Ivan Trippe Professor of International Trade and Finance, Yale School of Management

GUANXI

(The art of relationships)

Microsoft, China, and
Bill Gates's Plan
to Win the Road Ahead

ROBERT BUDERI
AND GREGORY T. HUANG

[Guanxi_下载链接1](#)

著者:Y. H. Wong

出版者:Routledge

出版时间:2001-8-16

装帧:Hardcover

isbn:9780789012890

Develop a network of successful business relationships in China! This systematic study of the Chinese concept of guanxi--broadly translated, "personal relationship" or "connections"--offers a comprehensive social and professional model for doing business in China. In addition to a clear analysis of the origins and meanings of this vital concept, *Guanxi: Relationship Marketing in a Chinese Context* empowers you with practical tools for establishing guanxi in order to facilitate successful business relationships. Guanxi is based on an original research study as well as the authors' twenty years of experience of doing business in China. Their understanding of the implications of face, favor, reciprocity, honor, and interconnectedness--all vital parts of guanxi--will enable you to understand the unstated assumptions of Chinese business culture. Moreover, the book discusses the legal implications of guanxi as well as cultural expectations. This valuable handbook offers a wealth of information on guanxi: case studies of guanxi in action managerial implications of saving face and reciprocity measuring guanxi quality and performance indicators step-by-step instructions for building guanxi detailed strategies for penetrating the Chinese market Guanxi is an indispensable tool for anyone wanting to do business in China, for students of international business or Chinese culture, and for scholars interested in international business culture.

作者介绍:

目录: Contents

Foreword

Preface

Acknowledgments

Chapter 1. Introduction

Research Background

Research Objectives

Conceptual Framework and Research Boundary

Justifications for This Research

Methodology

Definitions of Special Terms

Limitations of the Research

Study Outline

Summary and Conclusion

Chapter 2. Literature Review: Western Views

Introduction

Western Views

Summary and Conclusion

Chapter 3. Literature Review: Chinese Views

Introduction

Chinese Views

Relationship Rules

Comparison of Western and Chinese Views

Contrast Between Western and Chinese Views

Holistic Conceptualization of Relationship and Research Questions

Summary and Conclusion

Chapter 4. Guanxi Context and Constructs

Introduction

Analysis of the Environmental Context in the PRC

Guanxi Model

Constructs

Interaction of Guanxi Constructs
Summary and Conclusion
Chapter 5. Theoretical and Practical Aspects
Introduction
Implications for Theoretical Framework Development
Positive Functions of Guanxi
Guanxi Perspectives
Managerial Implications
Conclusion
Chapter 6. A Comprehensive Model
Guanxi Model
Case Study: Pattern Development According to Proposed Guanxi Model
Research Summary and Conclusion
Appendix A: Literature Review
Introduction
Gaps in existing Literature
How the Research Gaps are Linked with the Rest of This Study
Summary of Research Questions
Appendix B: Research Design and Methodology
Major Research Approach
Methodology
Survey Design
Appendix C: Analysis of Data and Results
Data Analysis
In-Depth Interviews
Case Study
Bibliography
Index
Reference Notes Included
• • • • • ([收起](#))

[Guanxi_ 下载链接1](#)

标签

人类学

关系学

中國民族誌

中国大陆

RELATIONSHIP

CHINA

BUSINESS

评论

[Guanxi_下载链接1](#)

书评

[Guanxi_下载链接1](#)