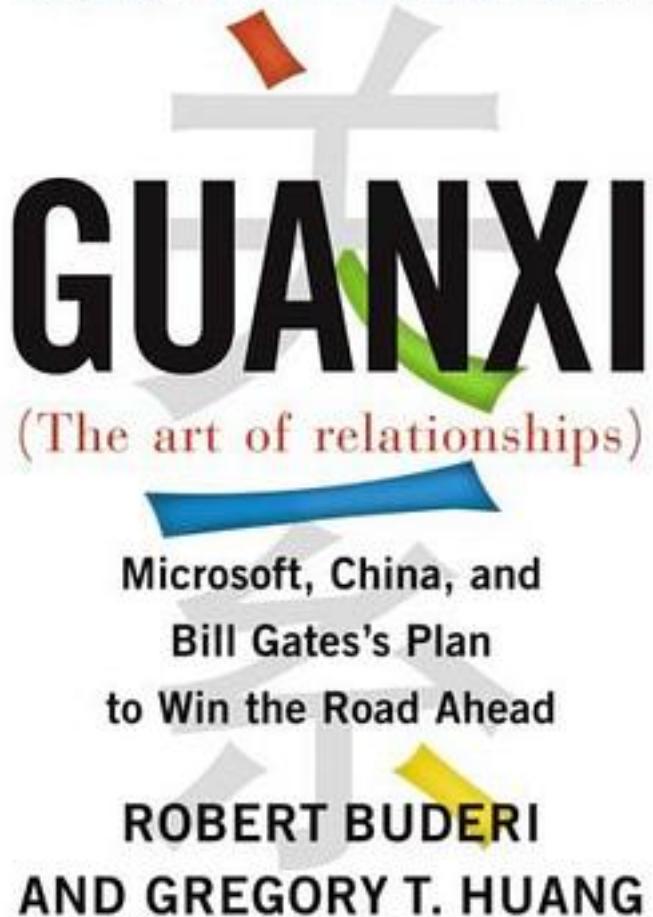


Guanxi

"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."
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著者:Y. H. Wong

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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.

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