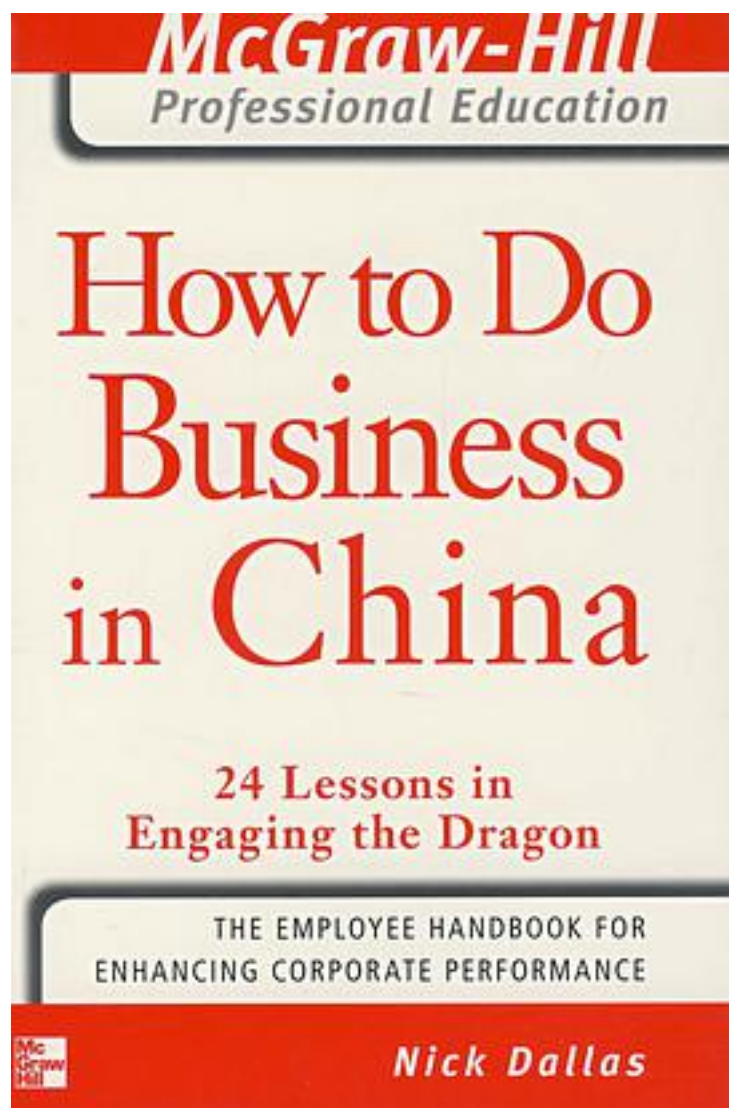


MHPE How to do Business in China



[MHPE How to do Business in China_下载链接1](#)

著者:Nick Dallas

出版者:Oversea Publishing House

出版时间:2007-1

装帧:

isbn:9780071597234

Catapulted onto the world stage by a daring reform agenda, present-day China represents an experiment unique in human history. Its astonishing economic ascent and rapidly expanding consumer market has captured the global imagination. Bristling with amazing opportunities which may conceal considerable risks, engaging with China is inescapable for many firms. How to Do Business in China highlights 24 lessons that will facilitate your entry into China. Tips on avoiding common mishaps and enhancing your preparedness are outlined. This book provides valuable insights into: The nature of business environment、 Strategic thinking、 Negotiation、 Cultural awareness、 Anticipating problems、 Understanding the bigger picture.

This exhilarating and mostly untapped marketplace replete with idiosyncrasies is a dominant force shaping the 21st century. How to Do Business in China will sensitise you to the issues as it clearly depicts the challenges ahead.

作者介绍:

目录: How to do business in China

Better read than dead

China is not a monolithic market

Get the cultural stuff right

Find the right partner

Don't expect a level playing field

Look before you leap

Have a vision

Analyse things in a multi-dimensional and paradoxical framework

Expect setbacks, have a plan B

PRC (Patience, Relationship, Contract)

Kiss cadres but embrace customers

Protect your crown jewels

Chinese negotiating style

Mandarin is king

• • • • • ([收起](#))

[MHPE How to do Business in China_ 下载链接1](#)

标签

评论

[MHPE How to do Business in China 下载链接1](#)

书评

[MHPE How to do Business in China 下载链接1](#)