

# Chinese Business



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著者:Liu Hong

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China has been the fastest growing economy in the world over the past twenty years, and its influence in the global economic and political arena is becoming increasingly stronger; it is expected that China will soon become the second largest trading nation in the world. Other books cover only part of this growing picture, and the analysis and understanding of Chinese enterprises and competitors has been lacking until now. This key book provides a comprehensive, practical guide to business in China, featuring both theoretical/academic and practical perspectives. With a strong focus on

the ways in which language, traditional thought and stratagem culture influence how Chinese do business, this book offers a complete view of industry structures and the competitive landscape, thus providing a framework for Western companies to develop successful business and marketing strategies. Broad-ranging and informative, Chinese Business: Landscapes and Strategies can be used as a textbook for undergraduates and postgraduates at business schools, as well as a reference book for those on senior executive programmes and for consultation on particular aspects of business in China.

作者介绍:

目录:

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