

# Doing Business in China



[Doing Business in China 下载链接1](#)

著者:Tim Ambler

出版者:Taylor & Francis e-Library

出版时间:2008

装帧:

isbn:9780415436311

Aimed specifically at Western and non-Chinese businesses and managers this book offers a theoretical framework for understanding Chinese business culture and a practical guide to business practices, market conditions, negotiations, organizations, networks and the business environment in China and the factors that can lead to business success. The authors guide the reader through the processes of market entry, marketing and managing operations in this unique social and cultural context by including: case studies and examples of business ventures as diverse as ornamental lamps, car washes, sausages and outdoor clothing; discussions of the issues surrounding products, pricing, distribution and advertising; advice on choosing business partners, negotiating and entering Chinese Overseas markets; and, guides to further resources in local cultures to help businesses tailor their strategies to local conditions. Building on the strengths of the first two editions with new case studies, updated discussion of the evolving marketplace and its interactions with government and a new chapter on business law, the third edition of "Doing Business in China" will continue to be the number one resource for students of international business and managements studies and practitioners with an eye on China.

## 作者介绍:

Tim Ambler is Senior Fellow at the London Business School.

Morgen Witzel is Honourary Senior Fellow at the School of Business and Economics, University of Exeter, and editor-in-chief of Corporate Finance Review.

Chao Xi is Assistant Professor at the Faculty of Law, the Chinese University of Hong Kong.

## 目录: Foreword ix

Acknowledgements xii

Introduction 1

PART I 13

1 The road to Cathay 15

Research before the first visit 16

Market facts 18

Availability of facts 22

General knowledge and sensibilities 24

Options for visiting 27

Finding business partners 32

The decision to enter 34

2 Through a glass darkly: China from a Western perspective 37

Geography 38

History 40

Ethnicity and language 46

Culture 48

Government and the political situation 50

Economy 53

Chinese attitudes to the West 60

Why all this matters 62

Appendix 63

3 The furniture of the mind 69

Philosophy 70

Values 82

Economics 87

Strategy 89

Conclusions 94

4 Relationships and regulations 95

Guanxi 96

Guanxi and business 100

Government 102

Commercial relationships 110

Conclusions 113

5 Business and the law 115

Law-making 116

Courts and judges 119

Lawyers 120

Contracts 122

Arbitration and mediation 123

Intellectual property 125

Conclusion 127

An ethical interlude 128

PART II	137
6 Creating harmony: establishing businesses in China	139
Distribution and focus	141
Agencies and licensing	143
Joint ventures	144
Wholly foreign-owned enterprises	147
Identifying and negotiating with partners	148
Making the choice	155
7 The marketing mix	159
Looking back	161
Marketing strategy	163
Products, branding and packaging	165
Pricing	170
Promotion and advertising	171
Place, channels and distribution	179
Conclusions	182
8 The marketing process	185
Market research in the PRC	186
Other information	192
Planning	193
Conclusions	198
9 Rightness and correct form: the yi and li of organisation in China	200
Hierarchies	204
Lack of specialisation	207
Decision-making and leadership	208
Management by relationships	209
The ‘personnel problem’ for Western companies in China	211
Training and development	213
Recruitment and rewards	215
Conclusions	221
10 Doing business with the sojourners: the overseas Chinese communities	223
The overseas Chinese	224
What sets the overseas Chinese apart?	229
Doing business with the overseas Chinese	238
Conclusions	243
11 China and the world	245
Skilled hands, skilled brains	247
Beyond the Great Wall	250
Implications	254
12 Western and Chinese commercial thinking	255
Summary of the book	256
Doing business in China: the ‘five pillars’	262
Conclusions	266
Notes	267
Bibliography	272
Index	281
• • • • •	( <a href="#">收起</a> )

[Doing Business in China\\_下载链接1](#)

标签

英文

评论

-----  
[Doing Business in China\\_下载链接1](#)

书评

-----  
[Doing Business in China\\_下载链接1](#)