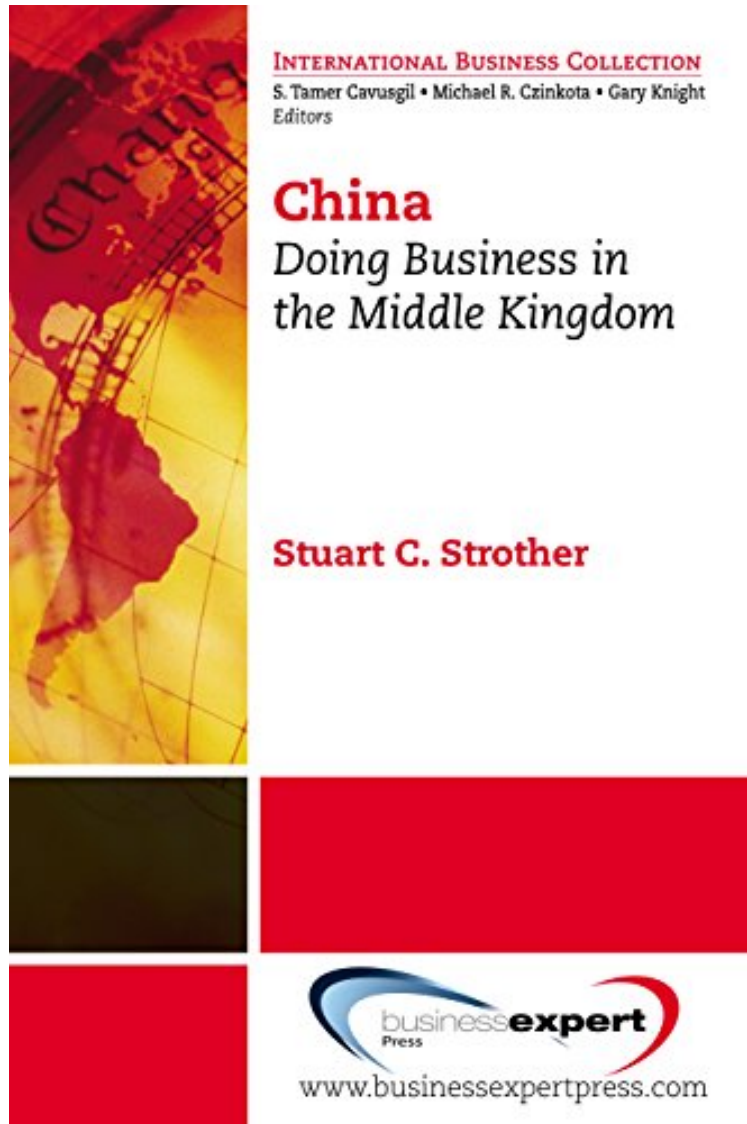


China: Doing Business in the Middle Kingdom (The International Business Collection)

Stuart Strother

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Stuart Strother : China: Doing Business in the Middle Kingdom (The International Business Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised China: Doing Business in the Middle Kingdom (The International Business Collection):

0 of 0 people found the following review helpful. Worth Reading !!!By BoylstonI read this book while abroad in China and it was of much help in understanding Chinese culture and differences in doing business in china VS the west. It is very comprehensive and although you can not adequately cover the subject of doing business in china in a

book it does a great job of tackling the biggest issues. Surprisingly, the book is not dry but refreshingly humorous at times.

Foreign firms typically engage China as a sourcing location or as a market to sell their goods. China is increasingly taking on a more prominent role in global business. After 30 years of economic reforms that have enabled China to become the workshop of the global economy, we are now witnessing the transformation of the "Middle Kingdom" into one of the world's largest consumer markets and one of the world's most productive centers of innovation. If you are interested in doing business in China, you'll need this book. This book details the history, culture, economy, marketing, sourcing, staffing, etiquette, negotiation, and daily life. Anyone hoping to achieve global business success in the 21st century must be familiar with these concepts. Strother takes you inside the requirements; what works; what won't; and so much more.

About the Author Stuart C. Strother has lived and worked in China off-and-on since 1994. He is professor of economics at Azusa Pacific University where he leads China study programs for two months every year. He also serves as the board president of Zhong Relations, an organization placing teachers in Chinese high schools and universities, and is an investor in a village-based agricultural project in Yunnan Province. Strother holds a PhD from the University of Louisville.