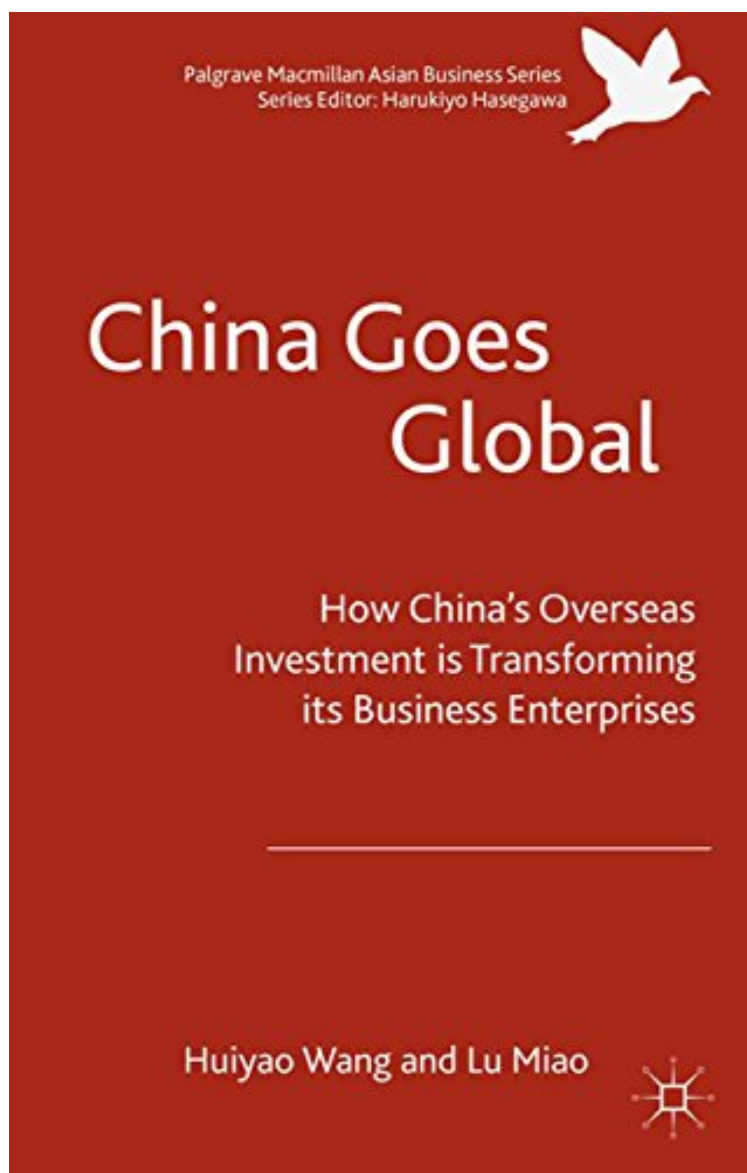


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China Goes Global: The Impact of Chinese Overseas Investment on its Business Enterprises (Palgrave Macmillan Asian Business Series)

Huiyao Wang, Miao Lu

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Mainland China businesses are going global, transforming the country from a manufacturing export platform into an overseas investment powerhouse. *China Goes Global* is the most thorough and up-to-date empirical analysis of the accelerating effort of Chinese companies to go global by investing overseas. It details the overall trends of this activity with respect to its sectors, channels, overseas targets, and particular firms, along the role of Chinese Government policy in facilitating business enterprise globalization. The book offers readers an enterprise level of view outward expansion by Chinese firms that is focused not only on the big-names, but also less well-known, but equally important trailblazing enterprises. In doing so it offers practical suggestions on how firms can tackle the challenges encountered when expanding outward.

As China seeks to upgrade its economic growth model by globalizing its business enterprises, we need to examine carefully and sum up the experiences of internationalization success stories that can serve as models to guide Chinese enterprises trying to go global. It is with these aims in mind that CCG and the Chinese International Economic Cooperation Society has under taken and published this comprehensive research project on the globalization of Chinese business enterprises. This book is very useful for firms intending to go global. I hope CCG will continue this research and provide intellectual support for the Chinese companies seeking to deepen their international footprint." - Cao Dawang, Vice Chairman, Center for China Globalization Strategic Advisory Board, Founder and Chairman, Fuyao Automotive Glass, China "Wang's timely, cutting edge and comprehensive study presents models, measurement matrices, theories and numerous cases studies of China's overseas direct investment. This book is a must-read for anyone wanting to understand China's potential impact on the global economy in the coming decades."-David Zweig, Dean, Division of Social Sciences, Hong Kong University of Science and Technology "Huiyao Wang has made a singular contribution to the study of Chinese globalization. In this well researched book, he examines the background of the globalization of China, including alternative models that have been used by Chinese entrepreneurs and businesses. He develop a unique and much needed ranking system for China global enterprises and recommends a list of top performers. Dr. Wang end the book with a discussion of challenges facing Chinese companies and how business leaders in China might approach these challenges with new, innovative solutions." - Ilan Alon, Ph.D., Professor of Strategy and International Marketing, Editor, International Journal of Emerging Markets

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