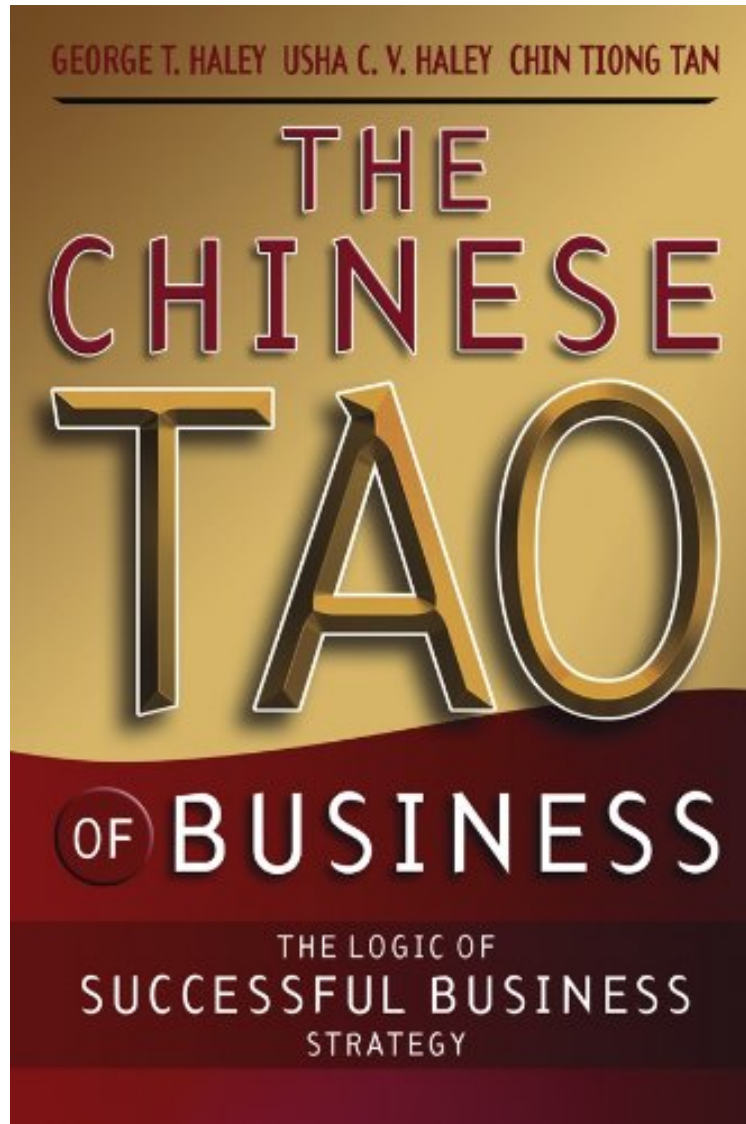


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The Chinese Tao of Business: The Logic of Successful Business Strategy

George T. Haley, Usha C. V. Haley, ChinHwee Tan
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George T. Haley, Usha C. V. Haley, ChinHwee Tan : The Chinese Tao of Business: The Logic of Successful Business Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Chinese Tao of Business: The Logic of Successful Business Strategy:

0 of 0 people found the following review helpful. Five StarsBy PaigeGreat0 of 0 people found the following review helpful. very helpfulBy Joe BojarskiThis book was very helpful for me to learn how to start and interact with chinese business men and suppliers. I would recommend it for anyone thinking of doing business in china15 of 15 people

found the following review helpful. Chinese business put into context
By R. Beise-Zee
Actually, I like the book despite the somehow funky title. The authors try to make sense of Chinese business and they do a pretty good job. They argue that it is misleading to judge Chinese business with the same standards like in the west. Apart from Tao, which I think is actually not that important to understand the authors points, some of the basic Chinese values are explained and put into a cultural context. Especially revealing are the patterns of trust. It is often frustrating for Western Businesses when confronted with the Chinese attitude to intellectual property rights. The authors argue that it is not shrewdness or fraudulence that guides their behaviour. Their advice: When in China, try to understand Chinese business patterns and play by their rules. Quite a general rule but still hard to follow for westerners. The book contains a lot of practical advice. The downside is that the book is based on interviews with executives only but not on really thorough statistical analysis. For instance, it is interesting that they regard product quality as already very important in the Chinese market, but the authors cite the same person several times (a German!) to support this claim. Though the subtitle of the book is the 'logic of successful business', successful strategies of western firms in China are covered on two pages. Apparently, no Japanese business executive was asked although Japanese firms are among the most successful in China. In addition, there are contradictions, for instance they advise to 'invest for success in the long run' but at the same time 'get out of the country soon when you don't make money'.

How can managers discover, develop and implement successful business strategies for China and our global economy? Drawing on in-depth research with top executives of successful Chinese and Western companies, this book provides a road map for profitable business strategies in our interconnected economy. In the process, the authors describe and examine both Chinese and Western strategic management, their weaknesses and strengths. Starting with an analysis of the historical, cultural and legal antecedents of Chinese strategy, the authors identify potential for synergy and dominance between companies from Western, industrialized economies and Chinese companies. The book closes with recommendations on how the managements of non-Chinese companies, now pouring into China, can most effectively compete and interact with Chinese businesspersons and governments. The Chinese Tao of Business offers guidance to compete successfully against local companies and in foreign markets through: Unique insights into Chinese business strategy, including its origins and influencing factors; Insightful perspectives on the evolution of China's market and business environments; Incisive analysis of Eastern and Western strategic decision-making styles and how they differ; Cogent identification of hidden and overt threats, pitfalls and opportunities that Western companies face in China and how to plan for them; Effective direction through an Adaptive-Action Road Map (ARM) for successful business strategies in China and the global economy.

"...my simple recommendation...is grasp this opportunity; read this book..." (dialogin.com, June 2006)
From the Inside Flap
How can managers discover, develop and implement successful business strategies for China and our global economy? Drawing on in-depth research with top executives of successful Chinese and Western companies, this book provides a road map for profitable business strategies in our interconnected economy. In the process, the authors describe and examine both Chinese and Western strategic management, their weaknesses and strengths. Starting with an analysis of the historical, cultural and legal antecedents of Chinese strategy, the authors identify potential for synergy and dominance between companies from Western, industrialized economies and Chinese companies. The book closes with recommendations on how the managements of non-Chinese companies, now pouring into China, can most effectively compete and interact with Chinese businesspersons and governments. The Chinese Tao of Business offers guidance to compete successfully against local companies and in foreign markets through: Unique insights into Chinese business strategy, including its origins and influencing factors; Insightful perspectives on the evolution of China's market and business environments; Incisive analysis of Eastern and Western strategic decision-making styles and how they differ; Cogent identification of hidden and overt threats, pitfalls and opportunities that Western companies face in China and how to plan for them; Effective direction through an Adaptive-Action Road Map (ARM) for successful business strategies in China and the global economy.
From the Back Cover
Commerce between the East and West is bound to increase. Western business people need to recognize the very different philosophies, values, and perceptions in China/Asia if they hope to build successful business relationships. This excellent book will start you on the road to enlightenment.- Philip Kotler, SC Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University. A stellar road map into the Chinese business mind that should benefit both those studying the Chinese and those working with them.- Vijay Mahajan, John P. Harbin Centennial Chair in Business, McCombs School of Business, University of Texas at Austin Dean, Indian School of Business, Hyderabad, India. The Authors have been very successful in bringing in the cultural history of China and connecting it to Chinese business strategies and doing business in China. This book is a must read for businessmen who do business in China, for students in this area and for people who want to understand the way Chinese systems operate against a historical background.- Rob Westerhof, Chief Executive Officer, Philips North America (Previously, CEO, Philips East Asia).