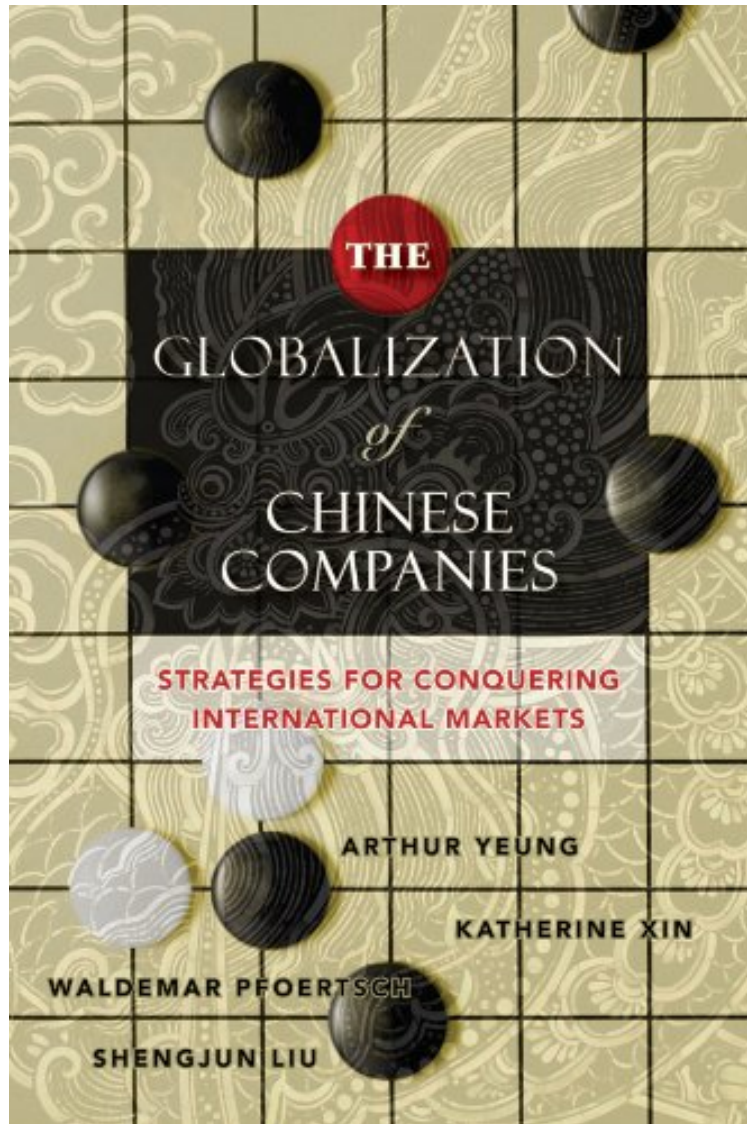


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The Globalization of Chinese Companies: Strategies for Conquering International Markets

Arthur Yeung, Katherine Xin, Waldemar Pfoertsch, Shengjun Liu
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Arthur Yeung, Katherine Xin, Waldemar Pfoertsch, Shengjun Liu : The Globalization of Chinese Companies: Strategies for Conquering International Markets before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Globalization of Chinese Companies: Strategies for Conquering International Markets:

China business experts analyze the next wave of Chinese corporate giants as they emerge into the global marketplace. The rise of China and its major corporations will be a key economic development in this century. Even as leading Chinese firms show their muscle through ambitious acquisitions of firms like Thinkpad and RCA, many western investors and business leaders know little or nothing about them. This book looks at the rise of Chinese firms, who they are, how they'll change the global competitive landscape, their strengths and weaknesses, and how established western firms might meet the challenges and opportunities this trend presents. Throughout the book, the authors examine and highlight the major differences between Chinese and western firms, particularly differences related to corporate leadership and organizational structure, how and why they choose MNC targets, global workforces, and political issues like unionization. A comprehensive, expert examination of emerging Chinese global corporations and how they will affect the global economy. Ideal for investors and executives of western companies. Written by a team of top China business experts and curated by the editor of the Chinese edition of the Harvard Business Review. For anyone who wants to understand the future of Chinese companies and the opportunities and challenges their global emergence will present, *The Globalization of Chinese Companies* offers comprehensive, expert insight.

From the Inside Flap: The rapid development of the Chinese economy, an unprecedented global "flattening" and intense domestic competition have created the perfect opportunity for Chinese companies to go global. So how should Chinese companies effectively develop the organizational capabilities required to establish themselves on the world stage? Leading professors from the China-Europe International Business School (CEIBS) address these key issues by utilizing cases from top Chinese companies such as TCL, BenQ, China International Marine Containers Group (CIMC), Trend Micro, and Galanz. The authors also draw upon the wisdom and experience of giant Chinese corporations including Haier, Huawei, and Lenovo; leading international conglomerates like Sony, Samsung, and PG; and rising stars in new markets such as the global operation of Tata Consultancy Service. *The Globalization of Chinese Companies* aims to provide readers with a constructive, enlightening and practical framework as well as tools for implementing effective strategies. By showing readers how to analyze issues and think in a systematic way, it will give insights to China-based managers on how to understand the current development of aspiring global Chinese companies. An essential read for any manager wishing to break out of China and build a global business.

From the Back Cover: Chinese companies are aggressively acquiring overseas assets and companies. Meanwhile, they have to face the challenge of upgrading organizational capabilities to match global operations. This book provides substantial management knowledge and real experience, which are of high value to Chinese companies with global ambitions.

—Stan Shih, Founder, Acer Group, Taipei, Taiwan

One feature of this book is that it effectively integrates management theory and real cases of globalization of companies from different countries. Thanks to the strong connection between theory and practice, this book provides convincing principles for building organizational capabilities of global companies. Kudos to the authors' efforts in designing a roadmap for Chinese companies. No doubt this book will help Chinese companies go global in a better and smarter way.

—Wu Jinglian, Baosteel Chair Professor, CEIBS, Shanghai, China

Through extensive case studies, this book thoroughly explores the managerial challenges facing Chinese companies going global. It will help business leaders worldwide to better understanding the potential global competitiveness of Chinese companies.

—John Quelch, Vice President and Dean, CEIBS, Shanghai, China and Former Dean, London Business School

The authors of this book wish to get to the bottom of the fast globalization of Chinese businesses. Through their very pragmatic way of approaching this phenomenon they make a contribution to the better understanding of one of the most striking global economic developments of recent years.

—Robert Friedmann, Chairman, Central Managing Board, Wuuml;rth Group, Wuuml;nzeisau, Germany

Chinese companies emerging as global winners will be those capable of turning entrepreneurial spirits into innovative systems, building successful products into sustainable brands, and marrying the drive to compete with the dream to serve. This journey is not for the faint-hearted. For those who aspire to enter into the winners' circle, this book is an insightful and practical guide.

—Peter L.Q. Pan, Managing Director of Chervon Group, Nanjing, China

Many Chinese companies are today on the threshold of a new era, bringing their activities to an even higher quality level, compared to Western standards. In many businesses a fruitful exchange of know-how with worldwide operating companies will be conditional to speed up processes. Even more acquisitions than in the past will therefore be needed and realized by Chinese companies. In this respect this book is written at exactly the right moment and provides detailed knowledge and practical cases for Chinese companies and management to avoid the usual booby traps in going global.

—Piet Veenema, CEO, Kendrion N.V. Amsterdam, Netherlands

About the Author: Arthur Yeung is Phillips Chair Professor of HRM at CEIBS and ex-CHO of Acer Group, specializing in organizational capability and globalization of Chinese firms. Author of several award-winning articles and nine books, Dr. Yeung was featured as an "Executive Development Guru" by Business Horizon. He sits on editorial boards of five international academic journals and serves as independent board member for five corporations and one non-profit organization. Katherine Xin is Professor of Management at CEIBS and the editor-in-chief of Harvard Business (China). For the last two decades, Dr. Xin worked and lived in the US, Europe and Asia conducting research, teaching and consulting for multinational companies and global Chinese enterprises. She has published extensively and was

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