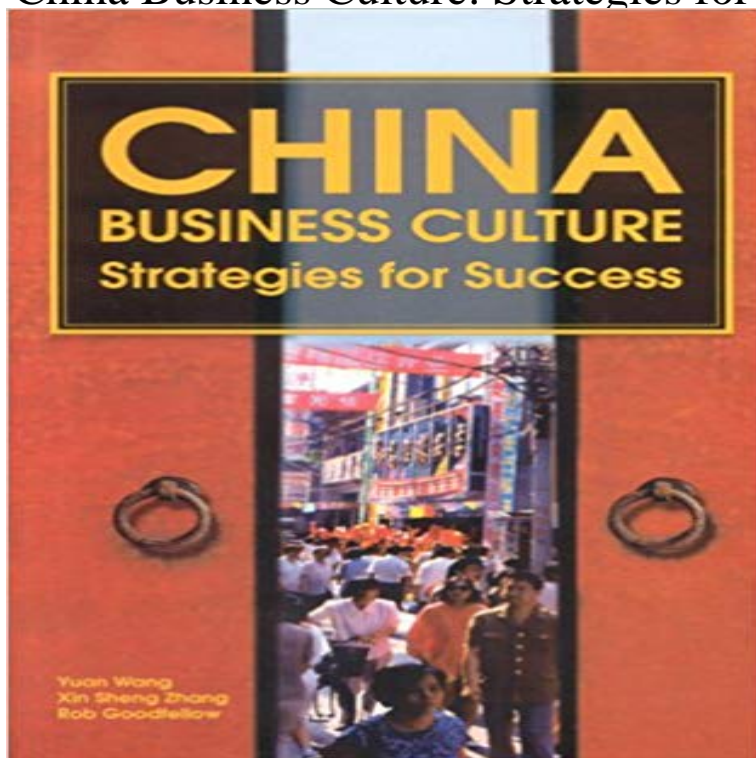


China Business Culture: Strategies for Success



Chinas current growth rate is staggering: entry into the WTO, Googles tribulations with Chinas internet policies and the 2008 Beijing Olympics all point to unprecedented levels of interest in the worlds largest market. But commercial success for Westerners is dependent on understanding a very different and complex set of cultural and business values, as well as the techniques of structuring a joint venture, negotiation and effective marketing in China. The realities of constant change mean that businesses must re-examine stereotypical or traditional views about what constitutes a distinctive business culture. The authors present a vivid picture of modern-day commerce in the Peoples Republic of China, written in a practical, comprehensive style, that will appeal to a wide spectrum of readers?from professional business people and MBA postgraduates to university and business college students. Chinas Business Culture discusses many important topics; among them: Chinese managerial style; the significance of business networks; the best way to co-operate with various departments of the Chinese government; skills of negotiation; the cultural essence of Chinese commerce; Chinese consumer psychology; and the most effective way of promoting goods and services in the worlds largest market. This book is a must-have for anyone doing business?or planning on doing business?in the worlds fastest growing, and most complex, market.

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