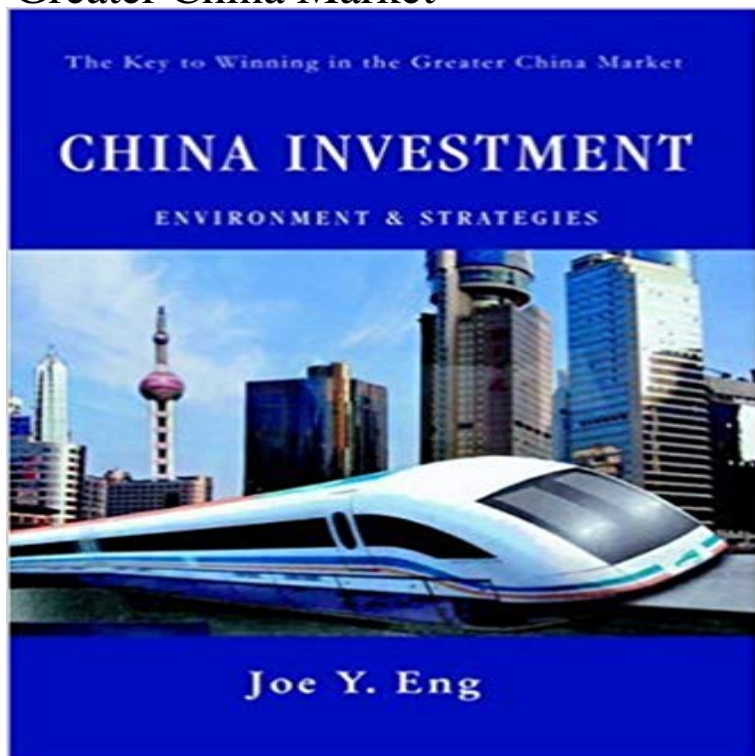


China Investment Environment & Strategies: The Key to Winning in the Greater China Market



Doing business in China requires attention to a broad range of issues. While many executives focus on local conditions, others train their eyes on regional and national developments. By painting a picture of the entire Chinese landscape, this book provides western corporate decision makers with tools for crafting a sustainable China business strategy. The comprehensive analyses presented herein will not only enable business executives to rationalize their China investment but also help them communicate their China business plan to stakeholders, building corporate consensus and support. China Investment Environment & Strategies could be used to: Identify strategic options for the China market. Conduct comprehensive site selection analysis. Evaluate the viability of a China strategy. Convince skeptics of a China operation. Secure stakeholders commitment to China business. Improve communications with Chinese partners and consumers. Companies owned by Chinese in Hong Kong, Taiwan and the U.S. capitalize on cultural and historical affinity with China to build successful businesses there. By understanding the rules of engagement that these overseas Chinese follow, the odds of success for western companies in the China market will be improved.

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