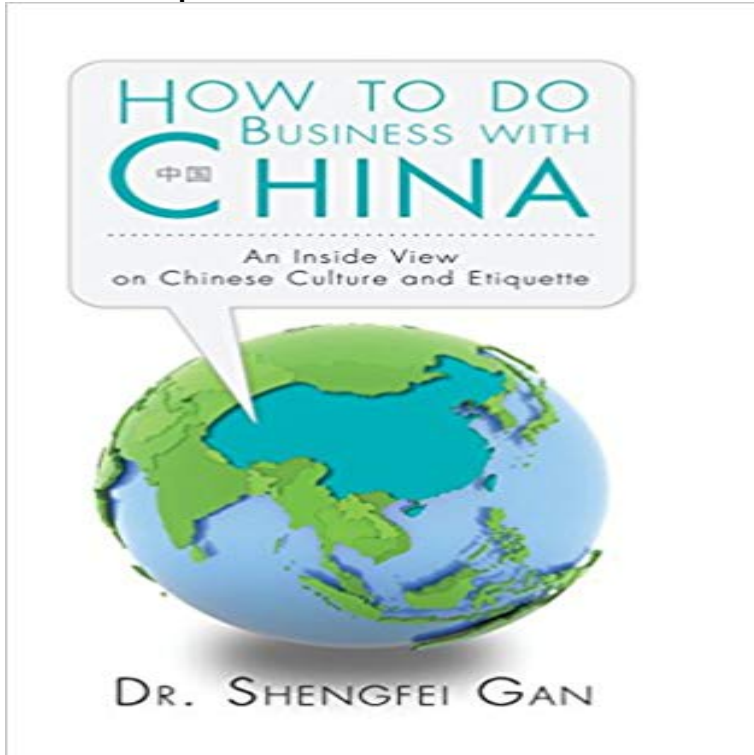


## How To Do Business With China: An Inside View On Chinese Culture And Etiquette



This book is aimed to provide practical and useful tips on doing business with China and the Chinese people either for big or small deals based on the authors 20-year personal experience in living and working in China and the western world. The advices, glimpse and learning points included in the book will guarantee to improve your ability for making more money and enjoying a better life in the process of business interaction with the middle kingdom which is emerging as the new Superpower of the world. Dr Shengfei Gans book on China is a remarkable work, written by a Chinese geologist who has not only grown up in China but has lived abroad for many years. The book therefore offers a perspective on China through both Chinese and Western eyes. The book is written in a plain and highly readable format which provides a remarkable insight into China from almost every aspect covering its history, politics, religion, customs, lifestyle, etiquette, economic affairs and ways to approach business in and with China. I believe it will become mandatory reading for anyone interested in China, whether as a student, academic, business executive, tourist, politician or simply someone trying learn more about China and understand the complexities of its culture, politics and long-term vision compared to the West. I can heartily endorse this book as a most readable and interesting analysis of the greatest economic and cultural phenomenon of the twenty first century. Tony Trahar, Former Chief Executive, Anglo American Plc.

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