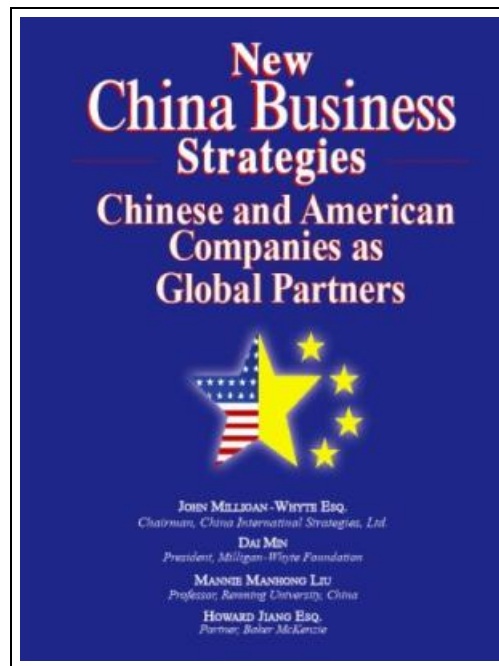


New China Business Strategies: Chinese & American Companies as Global Partners



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Reviews

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(Lily Gorczany)*

NEW CHINA BUSINESS STRATEGIES: CHINESE & AMERICAN COMPANIES AS GLOBAL PARTNERS



SPI Books,U.S. Hardback. Book Condition: new. BRAND NEW, New China Business Strategies: Chinese & American Companies as Global Partners, John Milligan-Whyte, Dai Min, Mannie Manhong Liu, Howard Jiang, This work is about strategies American companies should use when doing business with China. It demonstrates the benefits of co-operation, such as the path breaking 2005 deal between IBM's consumer computer division and China's Legend, resulting in the creation of China's Lenovo Computer Company. The authors review other examples of U.S.-Chinese joint ventures and present new strategies for how American and Chinese firms can work together in areas and ways that are presently untapped. Chinese companies are moving into position now to quickly emerge as giant multinationals that displace or acquire Fortune 1000 companies sooner than many anticipate. That is why this is such an important and compelling work that will become a "must read" for corporate executives concerned about their existing and future business in China. A western company without a carefully laid out "China Strategy" will find it increasingly difficult to remain profitable in other markets. And the "China Strategies" of most American companies have not been as successful as "Chinas Strategy" of dealing with its competitors. So, how can a foreign company profit from Chinas emerging global economic dominance? Western companies and governments that focus on strategies that fulfil the needs of China and Chinese trading partners, will have advantages over their competitors who do not. This controversial book reveals the key fallacies American political and business leaders face in the relationship between American and Chinese styles of capitalism and government. Collaborating profitably with emerging, giant, global Chinese corporations may be a more rewarding strategy than ignoring them or trying to compete with them.



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