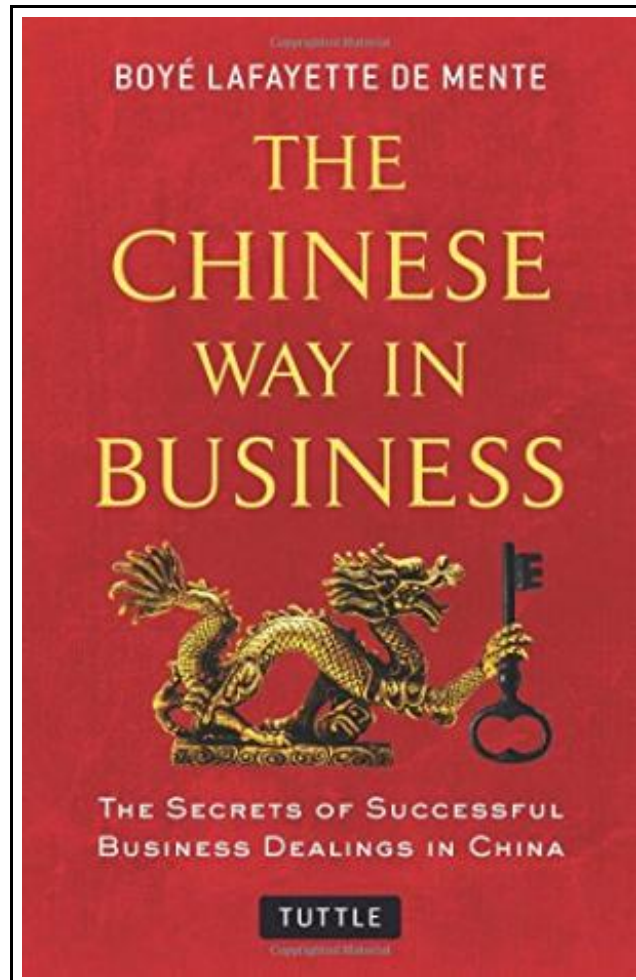


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Tuttle Publishing, United States, 2013. Paperback. Book Condition: New. Original.. 200 x 130 mm. Language: English . Brand New Book. This book is a comprehensive, expert guide to doing business in China Western technology, management expertise and capital have fueled an incredible expansion of China s economy. Trade with China is at an all time high and so are the numbers of Westerners travelling to China for business. Business from China has also picked up as Chinese firms look to expand abroad. Understanding the ins and outs of the confusing and often contradictory Chinese business culture can lend an enormous advantage. The Chinese Way in Business is an invaluable tool that teaches Westerners the basic Chinese philosophy of doing business and how to cultivate strong personal relationships with Chinese business people and Chinese nationals. The author, Boye Lafayette De Mente worked in Asia for over thirty years as a journalist and business consultant and has long been considered an authority on East Asian business. In this book, he reveals the historical factors, collective traits and individual qualities that determine how the Chinese do business today, and the direction their economy will take in the future. His is a true insider s view--whether the topic is the legal framework for business development, or the importance of social relationships to successful business dealings in China. The book is broken into ten key parts: Introduction: The Land and the People --includes a overview of Chinese ethnicity and the languages of ChinaPart One: Return of the Central Kingdom --an extensive overview of recent events and new technologies in ChinaPart Two: The Historical Perspective --Chinese philosophy and the Chinese mindset from antiquity to modern timesPart Three: Doing Business in China --A detailed analysis of the nuts and bolts of Chinese BusinessPart Four: Key Concepts in...

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