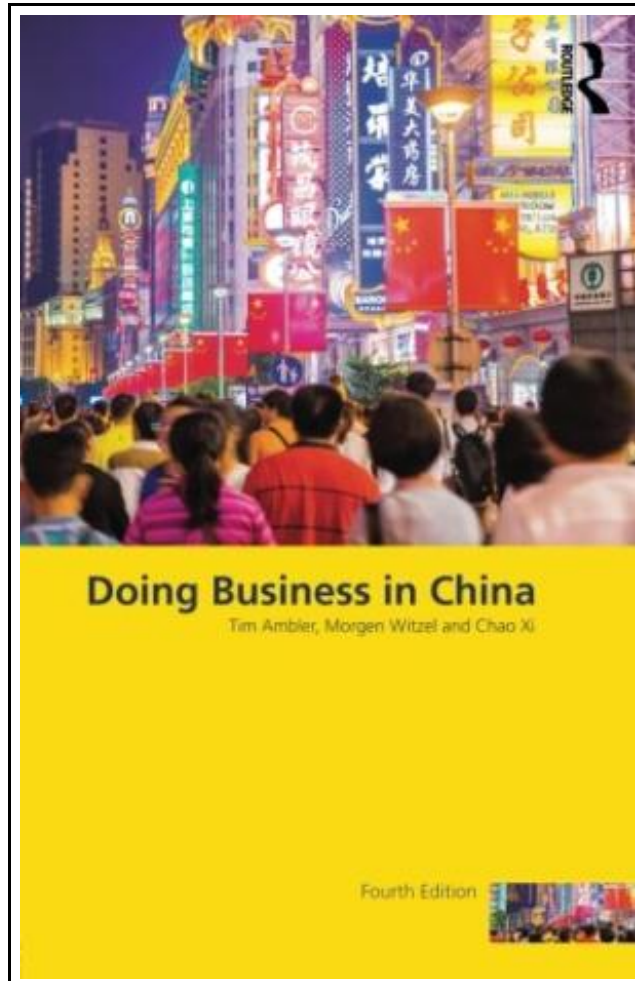


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Taylor Francis Ltd, United Kingdom, 2017. Paperback. Condition: New. 4th Revised edition. Language: English . Brand New Book. China has changed dramatically since the first edition of Doing Business in China was published in 2000 but the second, third and now this fourth edition have kept pace with the rapid developments. China is now far more international but the fundamental business culture has not altered greatly. The new edition of this highly successful textbook offers Western and non-Chinese business people a theoretical framework for the understanding of business practices, markets, negotiations, organizations, networks and the Chinese business context. Building on the strengths of the previous editions, the book provides a guide to market entry, managing operations and marketing in this unique social and cultural environment by including:

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- * 14 new or revised case studies, including include windfarms, fine wines and new consultancy businesses
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- * Guides to further resources in local cultures to help businesses tailor their strategies to local conditions.

Offering a fresh look at the evolving marketplaces and their interactions with government and the army, the fourth edition of Doing Business in China will continue to be the preferred text for international students of Chinese business and management studies and for practitioners with an eye on China.



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