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One Billion Customers: Lessons from the Front Lines of Doing Business in China

By McGregor, James

Free Press, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Mapviii Cast of Charactersx Prefacexviii Introduction -A Startup and a Turnaround- With one foot firmly in the past, and the other stepping into the future, China is simultaneously the world's largest startup and turnaround. - 1 1 -The Grand Bargain- Two hundred years of foreign domination and duplicity have left a residue of suspicion and distrust. Understanding that history is essential to doing business with the Chinese. - 21 2 -Same Bed, Different Dreams- Avoid joint ventures with Chinese government partners. The clash of civilizations in Morgan Stanley's joint-venture investment bank shows why and offers hard-learned lessons on how to cope. - 58 3 -Eating the Emperor's Grain- China's relationship-driven system is often incompatible with honesty. This peasant tycoon's journey into the dark heart of China's endemic corruption shows how it works and outlines your options. - 94 4 -Dancing with the Dinosaurs- Powerful bureaucratic opponents can be beat if you have China's interests at heart. Dow Jones and Reuters demonstrate how using China's own tactics can be useful. - 126 5 -Caught in the Crossfire- Government lobbying must be a key part...



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