

Doing Business In China - Tim Ambler

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PSince China's accession to the World Trade Organization (WTO) in 2002, China is now officially fully open for business and may soon be the biggest economy in the world. No one in, or embarking upon, a managerial career can afford to ignore a market that comprises one-fifth of the world's population. iDoing Business in China/i is essential reading for the manager or firm setting up a business for the first time in this vital and complex market. Aimed specifically at Western and non-Chinese businesses and managers, this book offers a general framework for understanding Chinese business culture along with a guide for acquiring further knowledge on China.br This text is a practical guide to business practices, market conditions, negotiations, organizations, networks and the business environment in China. Alongside summaries of theoretical research, iDoing Business in China/i provides a perceptual toolkit which will enable the businessperson or student to do business in China and apply that knowledge back in the West.br Building on the strengths of the first edition, this new second edition is fully updated to include new case studies as well as discussion of China's entry into the WTO . It is an invaluable resource for students of international business and management, and practitioners alike./PWords: biggest in the world, business west, china population, west businessAuthor: Ambler, Tim Publisher: Routledge Curzon Illustration: N Language: ENG Title: Doing Business in China Pages: 00000 (Encrypted PDF) On Sale: 2003-11-06 SKU-13/ISBN: 9780415310147 Category: Business & Economics : Economics - General

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