

<<追踪中国>>

图书基本信息

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## 内容概要

A book from China about China unlike any other. What may a German entrepreneur do if from Chinese customer permanently horror news are arriving, although his company otherwise enjoys satisfied customer all over the world?

Bernhard

Wessling drew the conclusion. Jettisoning all his prejudices and fear, he moved into the boom town of Shenzhen, near Hong Kong. Six years he lived and worked in China, read many books about China and rejected all advice. He traced and found his own way, and he succeeded. The author - called "LaoWei" by his Chinese friends - introduces the reader to China in an uncommon manner: humorously, excitingly and laxly telling. He presents fireworks of incidents that develop faster and faster. Beginning with his own fear and the first contacts, he lets the reader witness the setup of his company, the creative solution to countless problems and the discovery of intriguing oases of nature. The scenes, sometimes touching, sometimes slapstick-like, sometimes profoundly serious, interlock and generate in the heads of the reader a sequence of bright and moving pictures. The observation of the author deeply delves below the surface. He avoids the jargon of standard China books and manuals about how to have success in China and what to strictly avoid. Rather, the reader finds a lively description of how a successful business network was established. The author illustrates the story-telling non-fiction book with more than 140 of his own photos taken of the life on the streets, in the parks and of astonishing nature discoveries, right in the mega town of Shenzhen.

## 作者简介

The author with his grandson, showing him photos from China In 1996, the entrepreneur Dr. Bernhard Wessling founded Ormecon International, a group of small companies operating world-wide in the area of nanotechnology. He is chemist and discovered, after many yea of research, the new class of nano-materials, the "Organic Metals", and introduced them into various markets in the electronics industry.

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## 编辑推荐

Dr . Wessling ' S observations are drilling deep below the outer skin . He has the eye for the usual—exceptional and he looks at people with whom he is dealing with sympathetic interest. Wessling describes China very humorously and vivid from a perspective which even long-term Shenzhen residents did not uncover . He adds about 140 photos showing life and—very surprisingly—nature observations which again most of the Shenzheners have never seen . In all his descriptions . the author avoids any Slang and those Platitudes who are so much popular in self-appointed China experts in order to cover lack of deep knowledge . In the “ business chapters ” (if I may say so) , the development and function of relationship networks in China based on trust is described in detail , without even mentioning the term , guanxi which is elsewhere so often misunderstood and inappropriately used .

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