

图书基本信息

书名：<<中国经商实用指南HOW TO OUTSMART CHINA>>

13位ISBN编号：9789834353704

10位ISBN编号：9834353707

出版时间：2007-1

出版时间：7-09999

作者：Marcus Lee

页数：303

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

内容概要

China is a word everyone talks about today . A country many people like to visit and explore . No doubt , it is the fastest growing economy today by commanding the soon to be largest market On earth . with 1 . 3 billion potential customers . How to Outsmart China unveils to you the realities of China Opportunities that No other “ China Guide ” talk about . It is an Insight to successful business in China . not Just latest statistic : s , facts and figures that you could download from the internet . Inside this book , you will gain Inskler's knowledge in each industry, not historical facts but current and projected opportunities You will learn which cities are best for business , not a guidebook that explains every province and city . You will learn how to deal with Chinese from different provinces, not just in general . This is a practical guide, not just a handbook , stories and directories. Updated data and statistics are necessary and important . But these are not what this book all about . The unique selling point of this book is practical experience . 作者简介 : Marcus Lee, a Wall Street L trained banker and appointed economic advisor to China municipal governments , grew up , went to school and has worked in Australia, China . Britain , Southeast Asia and the United States . Marcus speaks four languages and five Chinese dialects . Marcus is a full scholarship scholar at The University of Hull , UK and received his PhD in Economics at City University, New York, He has worked and done business in 23 provinces of China with a contact list of over 10 , 000 Chinese CEOs in his database . Marcus is an active speaker having spoken in more than 30 countries on “ Doing Business in China ” including the APEC and the ASEAN Summit . Marcus has also hosted 40 episodes of “ Money talk Show ” in China with Lotus TV . He is a regular guest commentator on financial channels across the country . In addition . Marcus was invited as EM professor by the top 30 universities in China and numerous business schools in the US . Europe and Asia . Marcus has his own business in asset management, animated movies , fashion , online exchange , education , new media , creative design and ICT Marcus was included in “ China's 100 Who's Who ” by the Shanghai Financial News in 2005 , “ Who's Who Shanghai ” by WWD in 2007 and “ The 50 Persons You Must Know in Shanghai ” by Modern Weekly in 2007 .

书籍目录

China Map China Snapshot Acknowledgement Foreword HOW to Use This Book Executive Summary Part 1: Should I go? China Outlook 6 Reasons to GO China China History in a Nutshell A Brief Chinese Chronology The Whole Picture 4 Factors and 16 Elements 1 The Product 2 The Customer 3 The Economy 4 The Market China VS . Other Countries 1 China VS . India 2 China VS . USA 3 China VS . UK 4 China VS . Australia&New Zealand 5 China VS . Africa 6 China VS . EU 7 China VS . Italy 8 China VS . ASEAN 9 China vs . Middle East 10 China VS . Latin America WTO Time Table The Challenges 1 Soft Landing and Banking Reform 2 Time to Cash Out? 3 Rich and Poor Gap Bonus : China ' S Top 100 Companies Part 2: Where to Begin? Many Failures Research Contact Guanxi 10 Best Cities to Do Business in China 1 Hangzhou 2 Wuxi 3 Shanghai 4 Dalian 5 Beijing 6 Suzhou 7 Ningbo 8 Nanjing 9 Guangzhou 10 Shenzhen Bonus : Learn Chinese in 23 minutes Travel Information Search for a Partner Part 3: What Business Can I Do? 1 Information Technology 2 Education&Training 3 Pharmaceutical 4 Insurance 5 Real Estate 6 Tourism 7 Food&Beverage 8 Retail 9 Fashion 10 Telecommunications 11 Banking 12 Securities&Stock Exchange 13 Wealth Management 14 Automotive 15 Beauty 16 Manufacturing 17 Hospitality 18 Agriculture 19 Media 20 Luxury Part 4: How to set up in China Part 5: How to Deal with the Chinese? Part 6: How to Sell to China? Conclusion&Useful Information

媒体关注与评论

"A good book recommended to all who wishes to learn and work in China." --Dicky Yip, Executive Vice President, Bank of Communications (China)"An excellent book for reading and a short-cut guide for others to acquire wealth." --Dr. Ahmed Iskanderani, Director, Islamic Development Bank (Saudi Arabia)"Business is not about outsmarting the other side but building relationships and trust that outlast the problems. This book is a guide in the direction of developing these links" --Ahmed Suleiman, MBE KFO (UK)

编辑推荐

"An inspiring story of ambition and dedication" ^ "An essential reading to understand the complexities of Chinese business world... useful, amusing and plenty of in-depth wisdom... Excellent!" ^ "The most distinctive feature of this book is Easy to understand yet practical."

名人推荐

"A must have for all managers and directors contemplating their strategies with Chinese partners."

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>