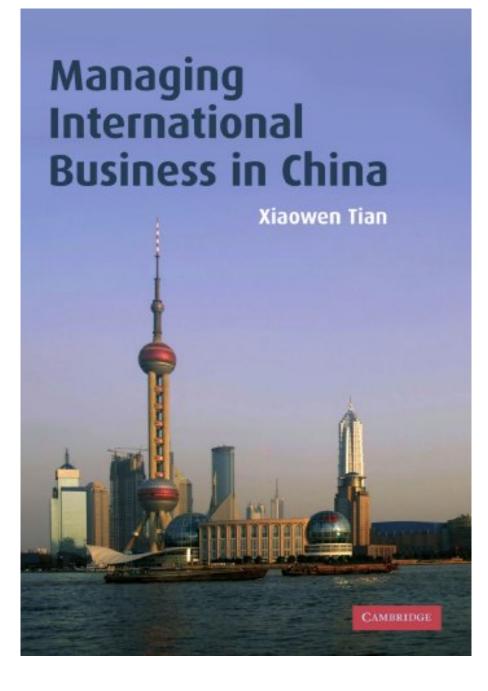


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Review

"This is a much needed textbook for all business students looking to understand the opportunities and challenges of China. Tian provides the context and insight that those doing business with China need to be successful." - Michael Barbalas, President, American Chamber of Commerce in China, Beijing

"This book is a remarkable achievement. It covers the most important issues faced by multinational companies in managing their businesses in contemporary China. The author adroitly combines illustrative materials and essential theoretical perspectives to explain the dynamics of Chinese business regimes. Students in a range of courses will benefit from its integration of different perspectives and disciplines, as well as the accessible and thorough manner. Practitioners who are interested in systematic thinking will learn a lot too." - Laixiang Sun, Chair Professor of Chinese Business and Management, SOAS, University of London

About the Author

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Well Done - Easily recommended for all but the expert

By Stuart T. Walton

I recommend this to anyone new to doing business in China and even those with several years of experience. As a text in college focused on China this would be my first choice, supplemented by outside readings in Chinese history, culture, politics and global finance. The text covers the essential strategic commercial China background and questions - the why China, why now, and what is unique and relevant - - then takes a disciplined process approach to how you enter and manage in China. From the essential "entry" mode, alliances, partner selection, negotiations and more. Critical topics like managing HR in China, from a distance - motivation and more. The topics touch reality and are enriched with proven theory - backed with case studies, analysis and numbers.

The language is easy to read, follows threads to conclusions, coupled with insightful learnings backed with contemporary in country examples - getting the point is easy - sensible - and retainable. This is a fluid and masterful presentation and not at all a dry, nor choppy mashing of fact, example, and anecdote together. Easily in my top 10% of China reads on business.

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