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Nota di contenuto	Case I 3DMed: A Platform for R&D of Pharmaceuticals for Precision Cancer Care -- Case II Micro Platform, Great Innovation: Innovation Ecosystem Shaped by WeChat -- Case III SHANGHAI GM: The Way to Intelligent Manufacturing -- Case IV Can Robots Raise Laying Hens? -- Case V Alibaba: A Decade-long Road to Financial Services -- Case VI Changing with the Times: AutoNavi's Autonomous Development -- Case VII ICBC in the Digital Age.
Sommario/riassunto	This book is one of the first to explore how Chinese companies are feeling the impulse of emerging business trends and seizing opportunities brought by technology innovation. It consists case studies of 7 Chinese companies: 3DMed, Wechat from Tencent, Shanghai GM, CP Group, Alibaba, AutoNavi, and ICBC. Each Chinese company has its unique perspectives and different ways to make transformation and business model adjustments. The book helps fill the gap between the global interest in "Innovate in China" and the limited availability of cases on innovations in the country. It is a valuable reference resource for readers in China and beyond wishing to address challenges in the context of growing digital technologies and overwhelming business trends.

