

1. Record Nr.	UNINA9910460113803321
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Titolo	A Chinese firm goes global : the Gree story // Chen Zonglin, Zhou Xibing
Pubbl/distr/stampa	Reading, England : , : Paths International Ltd. : , : SPM, , 2015 ©2015
ISBN	1-84464-129-5
Descrizione fisica	1 online resource (189 p.)
Collana	Cases in Modern Chinese Business
Disciplina	338.7683830951
Soggetti	Electric household appliances industry - China Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Title Page; Contents; Preface; Foreword; Introduction; Chapter 1: Marketing Strategy Makes Gree a Winner; 1. The Supremacy of Marketing Channels; 2. The Direct Sales Model; 3. Keeping Creating Customers; Chapter 2: Top Priority for Brand Building; 1. The Made-in-China Brand Becoming World Famous; 2. Core Technology to Build the World Famous Brand; 3. Promote the Industrial Spirit, Power the Self-owned Brands; Chapter 3: No Limits in Management; 1. Zero- Defect Quality Management; 2. Based on Proprietary Intellectual Property Rights 3. Characterization of ERP: the Turning Point of Strategic Transformation 4. Specialization Forging Gree's Competitive Strength; Chapter 4: Customer-oriented Services; 1. Pre-Sale Services and In-Progress Services Are More Important; 2. Set the Highest Global Service Standard; 3. Beyond After-Sale Services; Chapter 5: Overseas Market Expansion; 1. Embarking on Globalization; 2. Occupy the International Markets First, Build Factories Second; 3. The Localization Strategy of Globalization; Chapter 6: Confronting Channel Intermediaries; 1. Breaking with GOME and Fight for the Final Say 2. No Regrets in Breaking With GOME 3. There is No Eternal Enemy In Business World; Chapter 7: Facing Three Major Difficulties; 1. Breaking through the Markets of First Tier Cities; 2. Cutting the Big Distributors and Forging the Terminal Brand; 3. Facing the Internal Control

Dilemma; Chapter 8: Future of Gree; 1. Gree's Sprinting for World Number One; 2. Forging the Number-one National Industry Brand; 3. There Is a Long Way Ahead; Afterword; Bibliography; About the Reviewers; Copyright

Sommario/riassunto

This book examines the success of Gree Electric Appliances (a major Chinese appliance manufacturer), taking a close look at Gree's marketing, branding, management strategies, and services, together with information on how they compete with overseas companies, and how they deal with intermediaries. The book also highlights the problems experienced at Gree, the challenges successfully conquered, and its possible future paths. As part of the practical new Cases in Modern Chinese Business series, the book offers revealing insights and analysis on how business is done in China. The series provides
