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Consumer Class; Richard Liu, Founder and CEO of JD.com; Chapter 8: Seeing the World; Fritz Demopoulos, Cofounder of Qunar.com; Chapter 9: Food Safety: From Chicken to Coffee; Steve Liang, Founder of Fields China; Chapter 10: The Search for the Next China; Epilogue; Notes; Acknowledgments; Index; End User License Agreement

Sommario/riassunto

China's changing course, and sustainable success requires a shift in strategy. The End of Copycat China helps business executives and investors understand how China's economy is shifting from one based on heavy investment to one on services and consumption by providing insight that help shape effective strategy. Drawing from over 50,000 interviews with entrepreneurs, venture capitalists, private equity investors, private Chinese companies, and multinationals, this book describes how Chinese firms are increasingly focused on innovation rather than copying what worked in America and how consume
