

1. Record Nr.	UNINA9910461771403321
Titolo	Case studies on Chinese enterprises // edited by Donglin Xia
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2012
ISBN	1-283-52093-1 9786613833389 0-203-80900-9 1-136-67250-8
Descrizione fisica	1 online resource (329 p.)
Collana	Routledge studies in the modern world economy ; ; 101
Altri autori (Persone)	XiaDonglin
Disciplina	658.00951
Soggetti	Business enterprises - China Business enterprises - Finance - 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 and index.
Nota di contenuto	Cover; Title; Copyright; Contents; List of figures and tables; List of contributors; Preface; 1 UFIDA's history and strategy; 2 UFIDA's leadership, cultural and organizational structures; 3 UFIDA's evolution of planning and budgeting system; 4 UFIDA's critical roles of capital market and finance; 5 UFIDA's international expansion; 6 Founder Group's strategy and business model; 7 Founder Group's strategic human resources management; 8 Founder Group's brand strategy: rebranding and transformation; 9 Founder Group's management control; Notes; Index
Sommario/riassunto	This book is a collection of teaching cases on two Chinese companies, UFIDA and Founder. The cases describe the management practices of typical Chinese companies. UFIDA is a well-known company providing management software while Founder is a long-established high-tech company. The book aims at providing readers with original, first-hand materials, based on a theoretical framework, and broadening readers' vision regarding China's business niche in terms of culture, strategy, corporate governance, business environment, organizational dynamics, marketing, human resource, finance and the

