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Lingua di pubblicazione	Inglese
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Nota di contenuto	1."Made in China" No Longer Means Cheap -- 2.Pragmatic China -- 3. Multifaceted China -- 4.The Unwritten Contract -- 5.Why Chinese Students Go Abroad -- 6.One Billion Customers -- 7.The Chinese Online Tsunami -- 8.Made in China 2.0 and Beyond -- 9.Better Unhappy Rich than Poor -- 10.Qian'an: from zero to hero (and back) -- 11.China Goes Global -- 12.The Great Decoupling and a New Cold War.
Sommario/riassunto	This book provides an insightful overview of the social-economical trends in modern China, their global influence, and the disrupting consequences for businesses and countries all over the world. It is a fresh look at the business conditions that Western firms face in China, poised to become the world's largest and most dynamic economy. Using a vast array facts and data, combined with personal stories and experiences, Mr. Agten provides an accessible and entertaining glimpse at Chinese megatrends, such as the development of the middle class, innovation and upskilling, digitalization of Chinese society, rising labor

costs and more. This book is a must-read for entrepreneurs, executives and economists seeking to understand the Chinese market. Sven Agten (Belgium, 1979) has been living and working in China since 2004. From a start as an English teacher, Sven is now President Asia Pacific for a German multinational. He is also the living proof of the Chinese Dream. During his 16 years in China, he held various management positions for different companies and lived in smaller and large cities. As such Sven has vast on the ground experience, and understands from own experiences what challenges and opportunities companies face in China. Sven has grown several businesses in China, set up a JV manufacturing plant, and advises on all business aspects in China. He is also a mentor at Chinaaccelerator, one of China's biggest incubators for startups which want to grow in China.

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