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Nota di contenuto	Introduction and overview / Robert Taylor -- Political economy -- China's "new normal" growth trajectory : regional and global implications / Lucia Morales and Bernadette Andreosso-O'Callaghan -- Origins and dimensions of the 21st century maritime silk road : experimental patch-work or grand strategy? / Robert Pauls and Joern-Carsten Gottwald -- Urban- rural differences in social policies : the case of the Hukou system in China / Agar Brugavini, Danilo Cavapozzi and Yao Pan -- The changing role of leadership and the impact of social media : a case study of public officials in Lanzhou / Bhumika Gupta, Sajid Haider, Zhu Yanru and Fan Yunxin -- Inward and outward FDI -- Chinese outward foreign direct investment : strategies for international development / Bruno Amann, Jacques Jaussaud and Zhang Boqi -- Chinese companies go global : the case of Chinese investments

in France / Li Gao and Jan Schaaper -- Chinese firms in France : investment motives and related top manager staffing practices / Jiang Huiling and Roman Belz -- The Chinese way in developing corporate social responsibility / Gildas Lusteau, Isabelle Barth and Jacques Jaussaud -- The corporate social responsibility strategy of a French multinational : a global and local approach / Claire Etienne -- Services and consumption -- The price earnings per share (PER) and price book value of equity (PBR) in China : where do we stand? / Sophie Nivoix and Guo Yugang -- Emerging opportunities, challenges and constraints in the Chinese food industry / Maria Bruna Zolin and Matilde Cassin -- Food security, food safety and pesticides : China and the EU compared / Maria Bruna Zolin, Matilde Cassin and Ilda Mannino -- Assessing the trade potential between China and the EU in the agricultural sector / Bernadette Andreosso-O'Callaghan and LI Junshi.

Sommario/riassunto

Much has been written about China's economy, as well as its business management system. China's Global Political Economy, however, is designed to bring together these two perspectives, serving to enhance our understanding of China's growing global role. Examining changes in the management strategies of foreign companies investing in China and Chinese enterprises doing business overseas, this book analyses China's political economy in the context of the Communist Party's changing policies. The introductory section begins by studying the aspects of Chinese economic growth as it impacts on domestic social issues and the projection of Chinese power abroad. Within this overall framework, it then goes on to critically assess the effects of foreign investment, business management strategies, human resource management, corporate social responsibility and the financial services sector. Arguing that the encouragement of consumption is a significant objective of the Chinese leadership, the last section is concerned with the importance of the food industry. This book will be of interest to students and scholars of Chinese business, management and international political economy, as well as policymakers and business practitioners.
