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Nota di contenuto	<p>Book Cover; Title; Copyright; Contents; Figures; Tables; Contributors; Preface; 1 Introduction; 2 China 's economy and cooperation with Europe*; 3 SOEs reform from a governance perspective and its relationship with the privately owned publicly listed corporation in China; 4 Identifying ultimate controlling shareholders in Chinese public corporations; 5 Corporatisation of China 's state-owned enterprises and corporate governance; 6 Insights into strategy development in China 's TVEs; 7 Value creation in Chinese and European business relationships</p> <p>8 Guanxi , relationship marketing and business strategy9 A management control assurance in the different cultures and institutions of China and the UK; 10 China's insurance industry in the twenty-first century; 11 Chinese business style in three regions; Index</p>
Sommario/riassunto	<p>The pace of reform for China's enterprises of all kinds has quickened as they seek to cope with the challenges of self-determination in a rapidly evolving context of difficult social and welfare changes, and the realities of increasing global competition. This book explores these challenges from the perspective of the enterprise. It includes discussion of current and likely future overall trends, reports on new research findings on the true extent of governance and accounting reforms within enterprises, and considers the impact of increasing global competition on strategy, business relation</p>