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Nota di contenuto	Book Cover -- Title -- Contents -- Foreword -- Acknowledgements -- Introduction -- The road to Cathay -- Through a glass darkly: China from a Western perspective -- The furniture of the mind -- Relationships and regulations -- An ethical interlude -- Creating harmony: alternative venture formats in the PRC -- The marketing mix -- The marketing process -- Rightness and correct form: the y and I of organisation in China -- Doing business with the sojourners: the overseas Chinese communities -- Western and Chinese commercial thinking -- Bibliography -- Index.
Sommario/riassunto	No-one in or embarking on a managerial career can afford to ignore a market that comprises one-fifth of the world's population, and an economy which will soon be the world's largest. Given the complexity and diversity of China, this book provides knowledge of, and a guide to further resources in local cultures to help business tailor their strategies to local conditions. The book takes the reader through the processes of market entry, marketing and managing operations in this unique social and cultural context, and concludes with the 'five pillars' model of successful business in greater China. Doing Business in China is a general introduction to managing business enterprises in China.

Aimed specifically at Western and non-Chinese businesses and managers, particularly those with limited experience of China, this book offers a general framework for understanding Chinese business culture, along with a guide for acquiring further knowledge on the country. It will be an invaluable resource for students of international business and management and practitioners alike. Contrary to global business paradigms, this book shows that business in China is different to business in the West, and explains why.

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