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Nota di contenuto	1 Introduction -- 2 General information -- 3 The Enormous Pace of Infrastructural Development -- 4 Internationalisation of China -- 5 Energy Supply -- 6 Market Opportunities -- 7 Economic Hubs -- 8 Labour Market and Education -- 9 Understanding the Chinese Culture -- 10 General Business Environment -- 11 Positioning in a Complex Market -- 12 Marketing Strategy in China -- 13 Managing Global Supply Chain -- 14 Service Industry in China -- 15 Sustainability

Sommario/riassunto

The rise of China poses a significant challenge to the existing, Western-dominated world economic order. The effectiveness of the Regional Comprehensive Economic Partnership (RCEP) is contingent on a smooth transition of the world's economic center toward the Asia-Pacific Region. For Western investors, the vast market opportunities can be tempting. However, the lack of experience and knowledge of international management in China – a country with radically different business rules and cultural background – poses a substantial risk. This book provides comprehensive insights into the fast-changing business world in China. Based on the authors' theoretical knowledge and invaluable years of practical experience, it discusses the various options for doing business in China, with current examples that demonstrate how European SMEs can successfully position themselves between multinational companies and local competitors. It also highlights new opportunities arising from China's international involvement (New Silk Road, RCEP) and addresses risk management for European SMEs operating in China. Moreover, it sheds light on how to form relationships of mutual trust between Chinese policymakers and their advisors/cooperation partners from abroad. Readers with an interest in doing business in China will find this book particularly valuable.
