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Sommario/riassunto

This is a fascinating study of 12 major 'capital wars' in China led by overseas companies. The companies include Caterpillar, Mittal, Alcatel, Danone, SEB, BMW, UBS, L'Oreal, Toyota, Bayer, Johnson & Johnson, and Coca-Cola. Each chapter examines one company, with expert coverage provided by leading Chinese business and finance professor Wang Kangmao. Part of the practical new Cases in Modern Chinese Business series, the book offers insights and analysis on how business is done in China. (Series: Cases in Modern Chinese Business)
