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Disciplina	342.4935
Soggetti	Constitutional law - Luxembourg Electronic books.
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910786800703321
Titolo	Electrical appliance retailing in China : the GOME story // edited by Ming Li
Pubbl/distr/stampa	Reading, England : , : Paths International Ltd., , 2014 ©2014
ISBN	1-84464-119-8
Descrizione fisica	1 online resource (210 p.)
Collana	Cases in Modern Chinese Business
Disciplina	338.4768380971
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Note generali	Description based upon print version of record.
Nota di contenuto	Preface: An Unexpected Event Stroke Gome; Chapter I Puzzles: Storm underlying the Peaceful Surface; Puzzle 1: The "Thriving" Gome Electrical Appliances; Puzzle 2: The Ups and Downs of "Gome Heroes"; Puzzle 3: Industry Flagship Arised out of Speedy Expansion

and Integration; Puzzle 4: Trade Monopoly at All Costs; Chapter II  
Chaos: Sudden Storm Swept Gome; Chaos 1: Managers "Got Troubles";  
Chaos 2: Changes to Gome's Partners; Chaos 3: The Internal Panics;  
Chaos 4: Overall Analysis of Turbulences; Chapter III Changes: the  
Heroes who Saved Gome from Crisis  
Change 1: Media and Public Opinions Channeling Change 2: Enhanced  
Cooperation with Suppliers; Change 3: Skillful Use of Cash Flow for  
Smooth Transition of Financial Management; Change 4: Urgently  
Restructuring to Boost Morale of Whole Team; Change 5: Transfer  
Business Strategies through Cautious Thinking; Chapter IV Stable: After  
a Rugged and Winding Road, There Came a Smooth One; Stable 1:  
Transference of Power; Stable 2: Reassure people; Stable 3: A Beautiful  
Turning Around; Stable 4: Seizing Opportunity to Make a Big Change  
Chapter V Harmonious Situation: Long Existence of Goodwill and  
Friendship in Gome Harmonious 1: Leaders; Harmonious 2: About the  
Employees of Gome; Harmonious 3: Cooperative Partner; Harmonious  
4: Relevant Enterprises; Postscript

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#### Sommario/riassunto

This book takes a close look into GOME, China's leading electrical appliance supplier famous for its stunning market shares and performance. The book is divided into five parts, organized according to an order of events, and it provides an in-depth analysis on the structure of GOME, its key managers, and the significant changes they implemented. In addition, the book captures the changes forced upon GOME after its president was imprisoned. (Series: Cases in Modern Chinese Business)

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