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| Autore                  | Yip George S.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| Nota di contenuto       | Acknowledgments -- China's drive for innovation -- How chinese companies innovate -- What's different about Chinese innovation? -- How multinational companies innovate in China (with Dominique Jolly) -- How multinationals can organize for innovation in China -- Open innovation in China (with Yongqin Zeng) -- Protecting intellectual property in China : legal provisions and strategic recommendations (with Maja Schmitt) -- Leadership lessons from China (with Lin Xu and Yi Ta Chng) -- About the authors -- Notes -- Selected bibliography -- Index. |
| Sommario/riassunto      | A book for everyone who does business with China or in China.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |