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methods of entry; The degree of control; How joint ventures lessen the risk; The blame game hides the truth; The Foster's entry and growth strategy; Importance of local knowledge; Chinese role is omnipresent; References; 6 The mindset of culture and its impact; Financial loss focuses the mind; Market research must be best possible; Preparation is a long-term process

Culturally suited strategy a winner for Australian companyFast-tracked at the local level; References; 7 Mistakes to avoid in managing multicultural teams; The important distinction between Chinese; The effect on performance; Stability of management personnel; Consistency important in cross-cultural management; Chinese systems, Chinese styles; Expatriates' psychological barriers; When duties include love songs; 'Approval' is part of a continuing process; References; 8 Cultural obstacles to negotiations: new research in China; Understanding different approaches

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The environment and health connection

Sommario/riassunto

Despite the overwhelming importance of the Chinese economy to the success of Western economies, there has yet to be an examination of why Western companies have had difficulties in doing business with the Chinese. A significant barrier that companies have difficulty to overcome is the effective communication with their Chinese counterparts. This major impediment is caused by no understanding of the cultural differences between the Chinese and Western business cultures. This book offers the solution to this problem: the bi-cultural personnel. The first book presented by a true b
