

1. Record Nr.	UNINA9910810354803321
Titolo	The globalization of Chinese companies [[electronic resource] ] : strategies for conquering international markets // Arthur Yeung ...[et al.]
Pubbl/distr/stampa	Singapore ; ; Hoboken, N.J., : John Wiley & Sons (Asia), 2011
ISBN	0-470-82881-1 1-283-17519-3 9786613175199 0-470-82880-3
Descrizione fisica	1 online resource (217 p.)
Altri autori (Persone)	YeungArthur K
Disciplina	338.0951 338.95106
Soggetti	Business enterprises - China Business planning - China Globalization - China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographic references (p. 191-195) and index.
Nota di contenuto	The Globalization of Chinese Companies: Strategies for Conquering International Markets; Contents; Acknowledgments; Preface; Chapter 1: Reaching Out; Chapter 2: Realities and Aspirations; Chapter 3: The Strategic Choices: Think Before You Jump; Chapter 4: All Roads Lead to Rome: Paths to Globalization; Chapter 5: People First: Building Global Competence; Chapter 6: Unity in Diversity: Shaping a Global Mindset; Chapter 7: Providing the Right Support: Structuring Global Governance; Chapter 8: China-rooted Global Outreach; Appendix 1: China National Aviation: A Comprehensive Strategy Appendix 2: CIMC Realizes Globalization with a National Competitive Edge Appendix 3: The Utilization of Overseas Resources by CIMC; Appendix 4: ZPMC's Global Strategy; Appendix 5: China Mobile: Using Global Capital Resources to Build Value; Appendix 6: Forming Strategic Alliances the Galanz Way; Appendix 7: Trend Micro's Hybrid Team; Appendix 8: Talent Development in the Lenovo Group; Appendix 9: Chinese Global Fortune 500 Companies 2008/09; Appendix 10: Self-

Sommario/riassunto

China business experts analyze the next wave of Chinese corporate giants as they emerge into the global marketplace. The rise of China and its major corporations will be a key economic development in this century. Even as leading Chinese firms show their muscle through ambitious acquisitions of firms like Thinkpad and RCA, many western investors and business leaders know little or nothing about them. This book looks at the rise of Chinese firms, who they are, how they'll change the global competitive landscape, their strengths and weaknesses, and how established western firms might mee

---