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Sommario/riassunto	Currently, a commercial enterprise in China exists on average for 4.2 years. This practical casebook shows how to extend this lifespan, using a user-friendly 'theoretical explanation + examples' format. The book provides more than 100 practical examples for instant implementation. Using the concept of 'keep healthy,' it analyzes the position of Chinese enterprises on the international scene, interprets the current situation for business longevity, reveals the common root problems, and provides an expert summary of the key principles that determine the lifespan of a company in China. Live or Di