

1. Record Nr.	UNINA9910813499803321
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Titolo	The Business of Relationships : Creating Enterprise Success with China
Pubbl/distr/stampa	New York : , : Business Expert Press, , 2022 ©2022
ISBN	1-63742-188-5
Descrizione fisica	1 online resource (110 pages)
Disciplina	332.6730951
Soggetti	Investments, Foreign - China International business enterprises - China China Economic policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Creating Your Success with China This book helps you build, and maintain, success with China. How? Through the often neglected, but vital, area of creating relationships that work and endure in China. Why would this matter so much in a professional or business setting, you may wonder? Because in China, the relationship always precedes the business and determines the latter's success, quality and durability. Only when relationships flourish, does success with China happen. Under investment in relationships and relationship shortcuts are among the primary reasons why good enterprises fail to succeed in China. The relationship skills advocated in this book, once adopted, will be a positive differentiator in your favor, for all your dealings with China, by equipping you with skills of sufficient depth, to ensure success in this relationship-centric culture. The book will encourage you to value these skills, and deploy them proudly in China, in the knowledge that relationship skills are the primary differentiator in this business culture. Through this valuable relationship knowledge, you will become, over time, your own cultural mediator, able to handle diverse business situations and challenges in a culturally adapted way, as they arise. This, in turn, will provide you with the confidence to build, and maintain, enterprise success with China.</p>

