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Titolo	Electrical appliance retailing in China : the GOME story // edited by Ming Li
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Nota di contenuto	Preface: An Unexpected Event Stroke Gome; Chapter I Puzzles: Storm underlying the Peaceful Surface; Puzzle 1: The "Thriving" Gome Electrical Appliances; Puzzle 2: The Ups and Downs of "Gome Heroes"; Puzzle 3: Industry Flagship Arised out of Speedy Expansion andIntegration; Puzzle 4: Trade Monopoly at All Costs; Chapter II Chaos: Sudden Storm Swept Gome; Chaos 1: Managers "Got Troubles"; Chaos 2: Changes to Gome's Partners; Chaos 3: The Internal Panics; Chaos 4: Overall Analysis of Turbulences; Chapter III Changes: the Heroes who Saved Gome from Crisis Change 1: Media and Public Opinions ChannelingChange 2: Enhanced Cooperation with Suppliers; Change 3: Skillful Use of Cash Flow for Smooth Transition of Financial Management; Change 4: Urgently Restructuring to Boost Morale of Whole Team; Change 5: Transfer Business Strategies through Cautious Thinking; Chapter IV Stable: After a Rugged andWinding Road,There Came a Smooth One; Stable 1: Transference of Power; Stable 2: Reassure people; Stable 3: A Beautiful Turning Around; Stable 4: Seizing Opportunity to Make a Big Change Chapter V Harmonious Situation: Long Existence of Goodwill and Friendship in GomeHarmonious 1: Leaders; Harmonious 2: About the Employees of Gome; Harmonious 3: Cooperative Partner; Harmonious 4: Relevant Enterprises; Postscript
Sommario/riassunto	This book takes a close look into GOME, China's leading electrical appliance supplier famous for its stunning market shares and

performance. The book is divided into five parts, organized according to an order of events, and it provides an in-depth analysis on the structure of GOME, its key managers, and the significant changes they implemented. In addition, the book captures the changes forced upon GOME after its president was imprisoned. (Series: Cases in Modern Chinese Business)
