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| Autore                  | Karam Amy  |
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| Descrizione fisica      | 1 online resource (307 pages) : color illustrations  |
| Disciplina              | 658.8/40951  |
| Soggetti                | Export marketing - China<br>Export marketing - Western countries<br>International business enterprises - China<br>International business enterprises - Western countries<br>Strategic planning<br>Competition, International<br>Developing countries Commerce  |
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| Formato                 | Materiale a stampa   |
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| Note generali           | Bibliographic Level Mode of Issuance: Monograph  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | The China Factor -- Contents -- Foreword -- Introduction -- Where Is This Book Coming From? -- Macroeconomics and the Interdependency of Nations -- Go Global, Be Global, Know Global -- The Power of Politics in Business -- The Innovation Advantage -- This Book Is About . . . -- About You and Your Challenges -- New Territory Requires a Guide -- A New Era -- Section I: State of Affairs -- Chapter 1: The Art of War . . . and Money -- China Has Risen and Is Here to Stay -- China Has Grown into a Formidable and Undeniable Force -- Societal Shift -- A Wake-Up Call for the West -- A New Global Paradigm of Business -- Chapter 2: East and West: The Current State of Affairs -- The Western World Has Dominated with a Position of Strength -- Bedrock of Innovation -- Entrepreneurial Spirit -- Education System -- Consumerism, Brands, and Differentiation -- Access to Low-Cost Suppliers Overseas -- Attitude of Growth -- The (Perceived) Role of the East: Areas of Strength and Specialization -- Execution Expertise -- |

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-- Chapter 3: How China Came Up the Ladder (and So Quickly) --  
Factors Contributing to China's Rapid Success and Growth --  
Capitalism Became Okay -- Urbanization Impacted the Way the Chinese  
Do Business -- China's Rise to a Manufacturing Center for the West --  
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Management -- Government Assistance -- Acquisition of Know-How  
-- Emulation of Market and Industry Leaders, Replication of Product  
Designs -- Liberalization of Financing -- And Then the Shift Began . . .  
-- Chapter 4: The West No Longer Rules -- Melding of Positions --  
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to Overcome.

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Framework for Analysis -- Stage 1: Market Segmentation -- Stage 2:  
Target Market Selection -- Stage 3: Defining and Applying the New 5Ps  
of Marketing -- Stage 4: Positioning and the Marketing Mix -- Section  
II: China -- Chapter 6: How the Chinese Do Business a la the 5Ps: A  
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Add) -- Place (Partnerships) -- Promotion (Customer Relationships and  
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Situation Is Critical -- Remind Your Customers of Their Own Rules -- Remember That Unfair Practices Go Both Ways -- Chapter 19: Innovation Models: West and East -- Introduction -- Is the United States Losing Its Innovation Edge? -- Being Strategic about Innovation -- Innovation Models -- Traditional/Sustaining Innovation -- Disruptive Innovation -- Disruptive Innovation as Part of a Competitive Revectoring Strategy: Nokia -- Disruptive Innovation as Part of a Survival Strategy: BlackBerry and HTC -- Disruptive Innovation as Part of a Long-Term Strategy and Vision: Facebook, Safaricom, and Tata Motors -- How Do You Discover a Disruptive Innovation? -- How to Maximize Your Disruption Success. Market-Targeted Innovation for Emerging Markets (Reverse Innovation).

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## Sommario/riassunto

The Innovation of Globalization – proven strategies to succeed and out-compete emerging competition Does your company know how to compete effectively in the evolving global business arena? What tactics must your company use to overcome price discounting wars that cut into your margins? What are the strategies your new rivals incorporate that may prove more valuable to customers than the superior products you offer? The China Factor equips Western businesses with a practical framework for competing successfully in today's ever-changing global markets. Written by an expert in competitive strategy and global market expansion, this book is packed with insights gained through first-hand experience leading competitive programs at a high-tech multinational corporation and extensive research. When it comes to globalization, the rules have changed—what was once nice-to-know is now need-to-know, and this book lays it out in a clear, no-nonsense style. Based on cases with over 50 countries, you will learn why a premium product, though domestically successful, may not be well received in foreign markets. You'll also discover the critical factors that contribute to success in both emerging and established markets. Disruptive competitors are transformed from threats to examples as you learn to recognize opportunities for re-evaluation, and shift your strategy to stay ahead of the curve. The economic rise of China and other new entrants is challenging Western companies in new ways. This book explains why, and provides actionable strategies for success in any market. Grow and maintain an Innovation Advantage using 5 models Learn from disruptors how to win your emerging markets customers Understand the power of politics in business Develop a deeper Culture IQ to expand your customer base Use a 5-part Strategic Framework to formulate new sales tactics You're already well-aware of the global threat to Western business, and endless analysis only goes so far toward a solution. You need to know how to respond, survive, and thrive, and just how to regain the competitive edge. The truth is that Western companies must change the way they do business, and push innovation beyond the product and into every aspect of every operation – they need to be innovative in how they do business abroad. The China Factor provides a clear action plan, and case studies from global leaders like Cisco, Xiaomi, and Apple with insightful strategies for changing and winning the game. Endor...

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