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Autore	Yao Souchou
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Nota di contenuto	Confucian Capitalism; Title Page; Copyright Page; Table of Contents; Preface; 1 Confucian capitalism: discourse, practice, longing; 2 The immigrant enterprise syndrome and the capitalist myth; 3 With the Chinese traders in Belaga: the romance of business endeavour and the narrative of virtue; 4 Cheng Jia: economics, sexuality and marital choice; 5 Kan dian: power, work relations and the invention of the family; 6 Guanxi as cultural model: social pleasure, material gain and the trading of words; 7 Xingyong: trust, faith and the failure of status 8 Chinese business networks and the penalty of culture9 Epilogue: power of myth and practical vision; Notes; Bibliography; Index
Sommario/riassunto	The discourse of Confucian Capitalism has been crucial in shaping our understanding of the brilliant economic successes of the Chinese diaspora all over the world. From this perspective, hard work, family values, and communal cohesion, as well as business practices based on sentiment, trust, and social networks, are the legendary means of explaining the wealth and commercial talent of these remarkable people. The book examines the subject of Chinese business' by

exposing the enduring myth about the determining effects of these values and practices supposedly derived from Confucianism. Such myt

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