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Descrizione fisica	1 online resource (304 p.)
Altri autori (Persone)	LagoUmberto LiuFang
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Nota di contenuto	Introduction: reinventing giants: how a Chinese global competitor has changed the way big companies can transform -- The battlefield: the home appliance industry in the West and China -- The story of Haier and the evolution of its corporate culture -- Liberating talent: tapping the entrepreneurial spirit -- Building a corporate culture for a global 21st century -- Benchmarking Haier with successful high-performing organizations -- A true hybrid: how to fashion a strategically agile organization -- A true disruptor: how embracing change creates value.
Sommario/riassunto	A compelling profile of an emerging Chinese competitor Chinese firms are reinventing their business models, their corporate cultures, and themselves, becoming global competitors who increasingly offer knowledge rather than cheap labour in their quest to join the ranks of the "world's best" companies. This book offers a compelling profile of the most ambitious of these emerging Chinese competitors, the Haier Corporation (the world's largest manufacturer of home appliances), and shares insights on how one organization has repeatedly reinvented its business model and corporate culture