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| Altri autori (Persone)  | BrownDavid H. <1946-><br>MacBeanAlasdair I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nota di contenuto       | Book Cover; Title; Copyright; Contents; Figures; Tables; Contributors;<br>Preface; 1 Introduction; 2 China 's economy and cooperation with<br>Europe*; 3 SOEs reform from a governance perspective and its<br>relationship with the privately owned publicly listed corporation in<br>China; 4 Identifying ultimate controlling shareholders in Chinese public<br>corporations; 5 Corporatisation of China 's state-owned enterprises<br>and corporate governance; 6 Insights into strategy development in<br>China 's TVEs; 7 Value creation in Chinese and European business<br>relationships<br>8 Guanxi , relationship marketing and business strategy9 A<br>management control assurance in the different cultures and institutions<br>of China and the UK; 10 China's insurance industry in the twenty-first |

century; 11 Chinese business style in three regions; Index

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## Sommario/riassunto

The pace of reform for China's enterprises of all kinds has quickened as they seek to cope with the challenges of self-determination in a rapidly evolving context of difficult social and welfare changes, and the realities of increasing global competition. This book explores these challenges from the perspective of the enterprise. It includes discussion of current and likely future overall trends, reports on new research findings on the true extent of governance and accounting reforms within enterprises, and considers the impact of increasing global competition on strategy, business relation

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