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<b>Nota di contenuto</b>	Cover; Title; Copyright; Contents; List of figures and tables; List of contributors; Preface; 1 UFIDA's history and strategy; 2 UFIDA's leadership, cultural and organizational structures; 3 UFIDA's evolution of planning and budgeting system; 4 UFIDA's critical roles of capital market and finance; 5 UFIDA's international expansion; 6 Founder Group's strategy and business model; 7 Founder Group's strategic human resources management; 8 Founder Group's brand strategy: rebranding and transformation; 9 Founder Group's management control; Notes; Index
<b>Sommario/riassunto</b>	This book is a collection of teaching cases on two Chinese companies, UFIDA and Founder. The cases describe the management practices of typical Chinese companies. UFIDA is a well-known company providing management software while Founder is a long-established high-tech company. The book aims at providing readers with original, first-hand materials, based on a theoretical framework, and broadening readers' vision regarding China's business niche in terms of culture, strategy, corporate governance, business environment, organizational dynamics, marketing, human resource, finance and the

