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Nota di contenuto	Preface; CONTENTS; 1 Definition, Principles, and Philosophy of Guanxi; 2 Economic Perspective of Guanxi; 3 Guanxi and Firm Performance; 4 Organizational Dynamics and Guanxi; 5 Guanxi-Based Business Strategies; 6 Foreign Businesses and Guanxi; 7 Cuanxi, Corruption, and Governance; 8 Practical Guidelines to Guanxi Cultivation; Appendices; Bibliography; Index; About the Author
Sommario/riassunto	Guanxi or interpersonal relationships is one of the major dynamics of Chinese society. A pervasive part of the Chinese business world for the last few centuries, it binds literally millions of Chinese firms into a social and business web. Any business in this society, including local firms and foreign investors and marketers, inevitably faces guanxi dynamics. In China's new, fast-paced business environment, guanxi has been more entrenched than ever, heavily influencing Chinese social behavior and business practice. However, as in other emerging economies, corruption in China is becoming more r

