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Restructuring a Chinese Cold Chain Logistics Company -- Chapter 11 -- Seeking Direction within the Highly Competitive Chinese Entertainment Services Industry -- --  
References, Chapter 11: Seeking Direction.

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## Sommario/riassunto

Management Practices in China draws on real business case studies created by senior managers, many of whom are studying on or alumni of Executive/International MBA (EMBA/IMBA) Programmes in Mainland China. It captures unique, actual, operational and strategic business cases, written to reflect and learn from real-world problems and challenges. Good quality case studies are always hard to find, and this book creates a unique contribution, in providing real-world cases produced by and for practising managers. It will be of great benefit to teachers, researchers and practitioners (including EMBA/IMBA students) both in China and internationally, and provides important and valuable insights into decision-making in China-based companies. The book features up-to-date cases from a wide range of China-based companies, from multinationals to small and medium-sized enterprises, including for- and not-for-profit organisations, a significant proportion of which are China-owned. Management Practices in China is the second title in The China Business Case Study Series. It is published in association with the University of Aberdeen (UK), and Webster University (USA).

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