

1.	Record Nr.	UNISALENTO991000801249707536
	Autore	Mareschal, André
	Titolo	Le Raillieur, ou la satyre du temps : comédie / André Mareschal ; testo della prima edizione (1638-1637) con introduzione e commento a cura di Giovanni Dotoli
	Pubbl/distr/stampa	Bologna : R. Pàtron, 1971
	Descrizione fisica	279 p. : tav. ; 23 cm
	Altri autori (Persone)	Dotoli, Giovanni
	Soggetti	Commedia
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910679882103321
	Autore	Ambler Tim
	Titolo	Doing business in China / / Tim Ambler and Morgen Witzel
	Pubbl/distr/stampa	London, : Routledge, 2000
	ISBN	9786610327904 9780203132159
	Descrizione fisica	1 online resource (xii, 222 pages)
	Altri autori (Persone)	WitzelMorgen
	Disciplina	330.951 382.0951
	Soggetti	Investments, Foreign - China International business enterprises - China China Economic conditions 1976-2000 China Economic policy 1976-2000
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	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references (p. [206]-213) and index.

Nota di contenuto

Book Cover -- Title -- Contents -- Foreword -- Acknowledgements -- Introduction -- The road to Cathay -- Through a glass darkly: China from a Western perspective -- The furniture of the mind -- Relationships and regulations -- An ethical interlude -- Creating harmony: alternative venture formats in the PRC -- The marketing mix -- The marketing process -- Rightness and correct form: the y and I of organisation in China -- Doing business with the sojourners: the overseas Chinese communities -- Western and Chinese commercial thinking -- Bibliography -- Index.

Sommario/riassunto

No-one in or embarking on a managerial career can afford to ignore a market that comprises one-fifth of the world's population, and an economy which will soon be the world's largest. Given the complexity and diversity of China, this book provides knowledge of, and a guide to further resources in local cultures to help business tailor their strategies to local conditions. The book takes the reader through the processes of market entry, marketing and managing operations in this unique social and cultural context, and concludes with the 'five pillars' model of successful business in greater China. Doing Business in China is a general introduction to managing business enterprises in China. Aimed specifically at Western and non-Chinese businesses and managers, particularly those with limited experience of China, this book offers a general framework for understanding Chinese business culture, along with a guide for acquiring further knowledge on the country. It will be an invaluable resource for students of international business and management and practitioners alike. Contrary to global business paradigms, this book shows that business in China is different to business in the West, and explains why.
