



Doing Business in China

Tim Ambler, Morgen Witzel, Chao Xi

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Aimed specifically at Western and non-Chinese businesses and managers this book offers a theoretical framework for understanding Chinese business culture and a practical guide to business practices, market conditions, negotiations, organizations, networks and the business environment in China and the factors that can lead to business success.

The authors guide the reader through the processes of market entry, marketing and managing operations in this unique social and cultural context by including:

- case studies and examples of business ventures as diverse as ornamental lamps, car washes, sausages and outdoor clothing
- discussions of the issues surrounding products, pricing, distribution and advertising
- advice on choosing business partners, negotiating and entering Chinese Overseas markets
- guides to further resources in local cultures to help businesses tailor their strategies to local conditions.

Building on the strengths of the first two editions with new case studies, updated discussion of the evolving marketplace and its interactions with government and a new chapter on business law, the third edition of *Doing Business in China* will continue to be the number one resource for students of international business and management studies and practitioners with an eye on China.

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