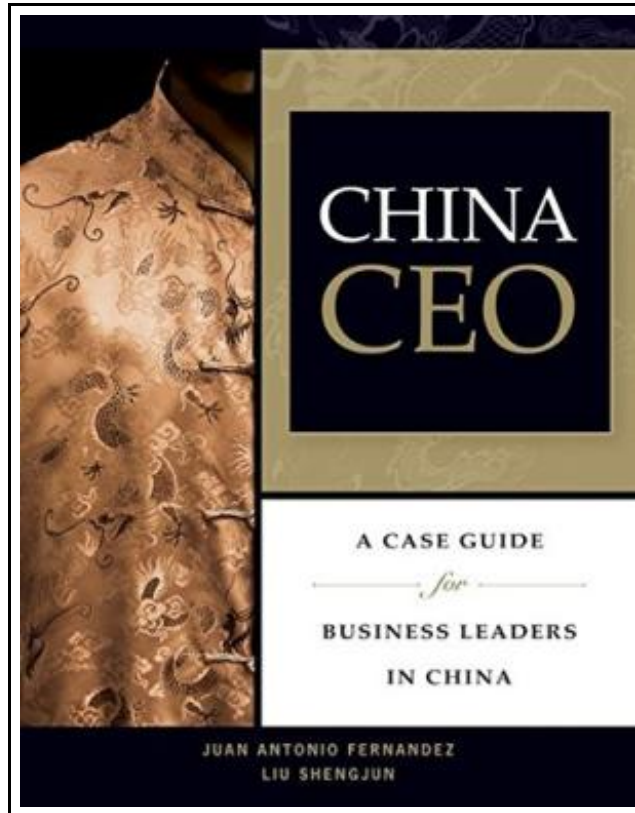


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CHINA CEO: A CASE GUIDE FOR BUSINESS LEADERS IN CHINA

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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, China CEO: A Case Guide for Business Leaders in China, Juan Antonio Fernandez, Liu Shengjun, CHINA CEO: A Case Guide for Business Leaders in China Some Western business leaders are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast paced business environment and surprisingly aggressive local competitors. This book uses case studies to both illuminate and examine these key managerial challenges. Each case focuses on a specific topic and is complemented with commentaries from professors and executives who have extensive front-line experience in China. The cases are the product of three-year research and are well-tested in MBA and executive courses. The authors' philosophy is that readers can learn most effectively through the experience of others captured in real cases! The book includes a broad range of companies, such as Emerson, Eli Lilly, General Motors, Peugeot, Carrefour, Daimler-Chrysler, Picanol. It also includes more personal experiences concerning the many challenges of expatriate-living in China, some of whom have started their own businesses. The book provides concise but insightful analysis to help readers to get the most from the case studies. As a result, this book will help you get better prepared to face the varied challenges you will find in China. These cases complement the material presented in a previous work, China CEO: Voices of Experience from 20 International Business Leaders, also published by John Wiley & Sons.

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