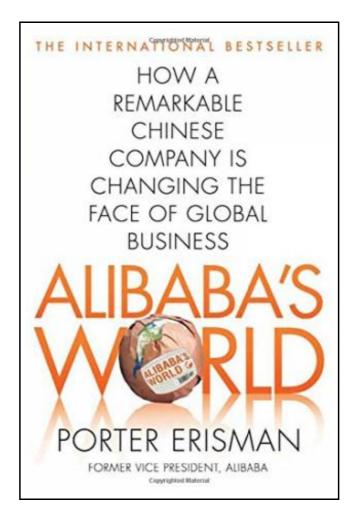
Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business (Main Market Ed.)



Filesize: 2.79 MB

Reviews

Great e book and helpful one. It really is writter in straightforward terms and not hard to understand. You can expect to like how the blogger write this book.

(Hudson Christiansen)

ALIBABA'S WORLD: HOW A REMARKABLE CHINESE COMPANY IS CHANGING THE FACE OF GLOBAL BUSINESS (MAIN MARKET ED.)



Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business (Main Market Ed.), Porter Erisman, In September 2014, a Chinese company that most Westerners had never heard of held the largest IPO in history - bigger than Google, Facebook and Twitter combined. Alibaba, now the world's largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base larger than Amazon's, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In Alibaba's World, author Porter Erisman, one of Alibaba's first Western employees, who helped spearhead its international expansion, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world's most dominant e-commerce player. Now, in the first English language account of Alibaba's extraordinary success, Erisman shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that's poised to sweep the ecommerce world today. And he analyzes Alibaba's role as a harbinger of the new global business landscape - with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba - and its inevitable descendants - is both essential and instructive.

- Read Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business (Main Market Ed.) Online
- Download PDF Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business (Main Market Ed.)

Related Books



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Download eBook »



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

Download eBook »



Study and Master English Grade 6 Core Reader: First Additional Language

Cambridge University Press (South Africa). Paperback. Book Condition: new. BRAND NEW, Study and Master English Grade 6 Core Reader: First Additional Language, Karen Morrison, Fiona Macgregor, Daphne Paizee, Study & Master English First Additional Language...

Download eBook »



East of the West

Sceptre, 2012. Paperback. Book Condition: New. A new, unread, unused book in perfect condition with no missing or damaged pages. Shipped from UK. Orders will be dispatched within 48 hours of receiving your order. Orders...

Download eBook »



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

Download eBook »