



Business Insights: China: Practical Advice on Operational Strategy and Risk Management

By Jonathan Reuvid

Kogan Page Ltd, United Kingdom, 2011. Paperback. Book Condition: New. 2nd Revised edition. 232 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Increasingly open to foreign investment and with a burgeoning consumer market, China represents an enormous commercial opportunity - but how can businesses succeed? Business Insights: China gives you an overview of the corporate business achievements already made in China and a comprehensive guide to the opportunities available for other businesses, wherever they are in the world. Based on the real-life experiences of, and lessons learned by, companies who have moved into the Chinese business arena, this book highlights the successes and failures of operating in such a challenging market. With practical advice and many comprehensive case studies, Business Insights: China offers invaluable assistance for anyone looking to initiate or develop their business activities in China. From the consultant editor of Managing Business Risk (also published by Kogan Page) this second edition of Business Insights: China includes a significant focus on risk management, providing a detailed examination of the unique challenges facing anyone establishing or developing a business in one of the world's most dynamic markets.



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