

Strother

China

Doing Business in the Middle Kingdom

The 21st century is the Chinese century. After 30 years of economic reforms that enabled China to be the workshop of the global economy, we are now witnessing the Middle Kingdom transform into one of the world's largest consumer markets and one of the world's most productive centers of innovation. Anyone hoping to have success in business in the 21st century must engage China. Despite the fact that over half a million foreigners visits China each year, many know very little about Chinese business, life, language, and culture. As China takes a more prominent role in the global hierarchy and re-writes many of the rules of the game of business, it is essential for outsiders to learn about China. This short book introduces business travelers to key information about China that is essential for successful interactions with Chinese people and companies. The book begins with background information on the history, economy, politics, philosophy and culture of China. The book then covers more practical matters of business practices, daily life, language, food and recreation. Each topic is described with brevity and clarity, and illustrated with a number of anecdotes, many of them first-hand experiences of the author. While it may take a lifetime of study to fully understand the complexities of such an ancient society this book is a useful first step down the path to competent engagement of the Middle Kingdom.



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