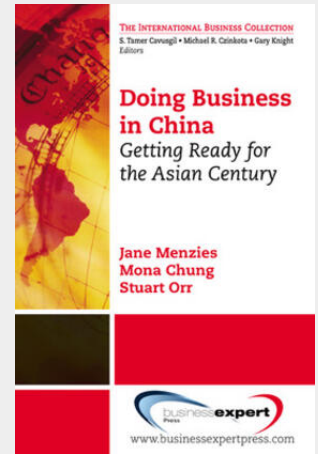


Menzies / Chung / Orr

## Doing Business in China

Getting Ready for the Asian Century

This book is about Australia's businesses internationalization in China. The audience for the book includes executives, administrators; people interested in international business in China, as well as MBA students and academics who wish to study and learn business internationalization to China. China maintains rapid economic growth and is currently the second largest economy in the world. Australia's recent economic growth is tightly related to Chinese economic growth and China has been Australia's number one trading partner since 2006. The book is based on research conducted by the authors who recently interviewed 40 business executives from organizations, which range from large multinational mining and banking organizations to SMEs, including a range of industries, and utilizing various entry modes. The book offers insights from these Australian businesses. The book takes the reader through the preparations that need to be made for doing business in China. It focuses on opportunities that are available in the Chinese market and presents the obstacles that organizations can face, supported by data of real businesses internationalizing to China. The book examines the following key areas: the foreign direct investment and trade framework, Chinese culture, business in China, the political and legal frameworks, intellectual property, market entry strategy and human resource management issues. The reader will benefit from the knowledge developed in this book, and especially from the experience that the business executives interviewed for this book have to share.



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