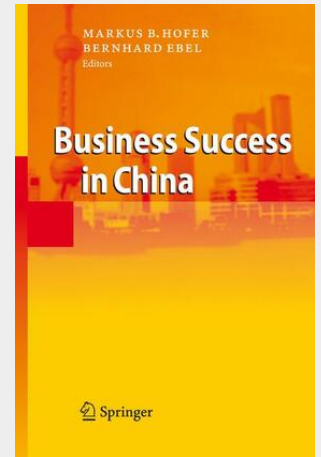


Business Success in China

China is the world's largest power region, achieving economic growth rates that exceed those of most industrialized countries. Joining the WTO unleashed the powerful "dragon" of Eastern Asia and Chinese markets are expected to grow even faster in the coming years. International companies looking to start or extend business in China are finding exciting new opportunities. Yet these opportunities do not come without serious challenges. In this book practitioners of international companies are offered valuable insights and lessons from established and successful managers, academics and consultants. The book is divided into three parts: "Opportunities and Challenges in China", "Strategies for Market Entry and Business Success" and "Practical Insights from China". It covers a variety of topics such as business strategies, branding, pricing, market research, legal constraints and successful business relations. It also takes a closer look at best practices from Volkswagen, Allianz and MAN Roland.

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