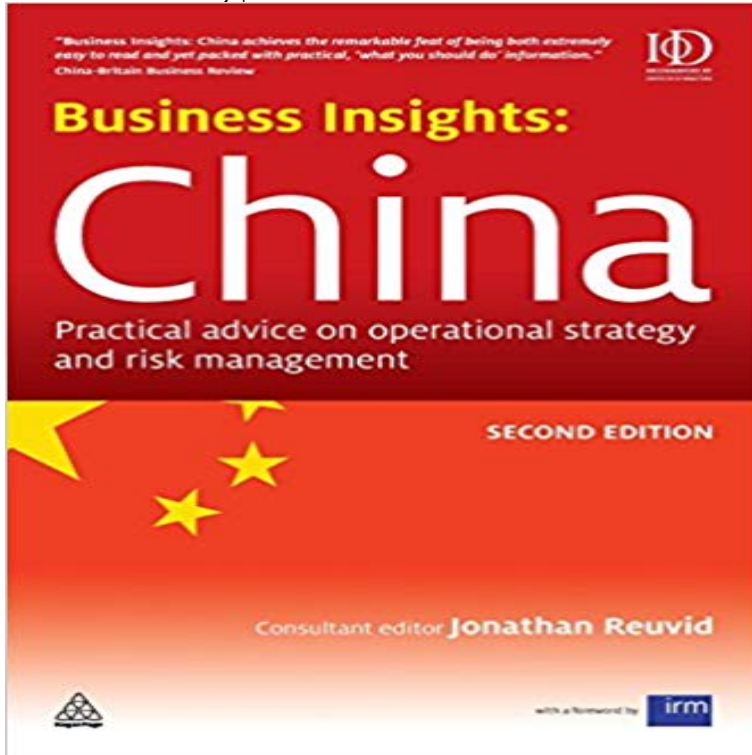


Business Insights: China: Practical Advice on Operational Strategy and Risk Management



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 readers 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. This book differs from others by Western commentators, many of them academics without hands-on business experience. Author Jonathan Reuvid, by contrast, has been involved in business development in China since 1984. Citing real-life experiences of, and lessons learned by, companies who have moved into the Chinese business arena, Reuvid highlights successes and failures of operating in such a challenging market. He offers practical advice for anyone looking to initiate or develop their business activities in China. This second edition of Business Insights: China includes a significant focus on risk management --operational, political and macroeconomic. It also offers detailed information on regulations, legal guidelines, and current growth sectors. Cautionary tales show how to avoid mistakes made by others.

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