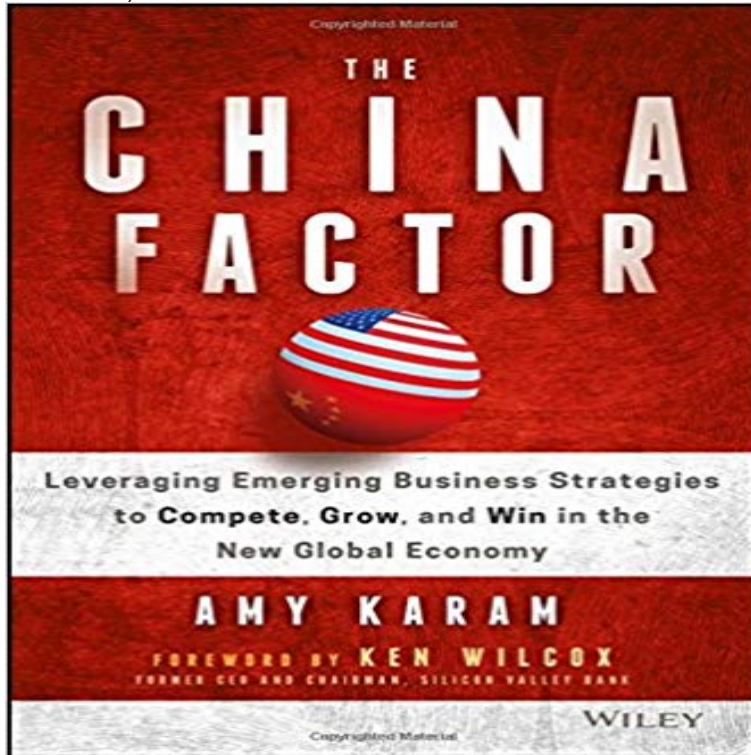


The China Factor: Leveraging Emerging Business Strategies to Compete, Grow, and Win in the New Global Economy



The Innovation of Globalization proven strategies to succeed and out-compete emerging competition Does your company know how to compete effectively in the evolving global business arena? What tactics must your company use to overcome price discounting wars that cut into your margins? What are the strategies your new rivals incorporate that may prove more valuable to customers than the superior products you offer? The China Factorequips Western businesses with a practical framework for competing successfully in todays ever-changing global markets. Written by an expertin competitive strategy and global market expansion, this book is packed with insights gained through first-hand experience leading competitive programs at a high-tech multinational corporation and extensive research. When it comes to globalization, the rules have changedwhat was once nice-to-know is now need-to-know, and this book lays it out in a clear, no-nonsense style. Based on cases with over 50 countries, you will learn why a premium product, though domestically successful, may not be well received in foreign markets. Youll also discover the critical factors that contribute to success in both emerging and established markets. Disruptive competitors are transformed from threats to examples as you learn to recognize opportunities for re-evaluation, and shift your strategy to stay ahead of the curve. The economic rise of China and other new entrants is challenging Western companies in new ways. This book explains why, and provides actionable strategies for success in any market. Grow and maintain an Innovation Advantage using 5 models Learn from disruptors how to win your emerging markets customers Understand the power of politics in business Develop a deeper Culture IQ to expand your customer base Use a 5-part Strategic Framework to formulate new

sales tactics You're already well-aware of the global threat to Western business, and endless analysis only goes so far toward a solution. You need to know how to respond, survive, and thrive, and just how to regain the competitive edge. The truth is that Western companies must change the way they do business, and push innovation beyond the product and into every aspect of every operation they need to be innovative in how they do business abroad. The China Factor provides a clear action plan, and case studies from global leaders like Cisco, Xiaomi, and Apple with insightful strategies for changing and winning the game. Endorsements The China Factor is right on the mark. It addresses a real need, one that very few others are tackling the action that US and other Western-based companies can take in response to the China challenge. Global competitiveness is a huge problem for the West and companies are ill-prepared. The China Factor goes beyond what other books do, providing an important, insightful, and practical prescription on how companies can shift their strategy. Ken Wilcox, former CEO and chairman, current Chairman Emeritus, Silicon Valley Bank The China Factor's case studies and practical resources make this book a must-read for any corporation that wants to win globally, particularly as innovation is being redefined. SIMON KHALAF, SVP, Yahoo Inc. The China Factor provides a new strategic framework and an essential set of marketing guidelines for Western companies that have to compete or partner with Chinese firms in OECD countries, China or emerging market countries. DR. RAYMOND LEVITT, Kumagai Professor of Engineering, and Director, Global Projects Center, Stanford University High tech companies need to shift their innovation approach when going global and The China Factor is the ultimate guide to sustainable success in Emerging Markets. Innovation does not apply solely to products but also to business strategies, especially when looking at international expansion. Jean-Baptiste Su, technology

columnist, Forbes A refreshing handbook for anyone interested in competing in the new global economy. CALESTOUS JUMA, Harvard Kennedy School, Professor of the Practice of International Development This work is a compelling guide into the complexity and the great rewards of doing business in Emerging Markets and for those who are looking for new growth opportunities for both products as well as services. The China Factor is the ultimate guide into sustainable success in Emerging Markets. ANTHONY R. VONSEE, former Managing Director Sales, Emerging Africa, Cisco Systems Amy Karam has done the business community a huge favor by making sense of many of the trends which are reshaping the global environment at a breathtaking rate, and then offering her thoughts on how to take advantage of the opportunities. BRUCE PICKERING, VP Global Programs, Asia Society, Northern California In The China Factor, Amy Karam discusses how the way we innovate has changed and evolved. It can no longer be done in isolation but involves going beyond international borders. As she points out, learning about the culture and uniqueness of new markets and tapping into what has worked (and what has not!) in other regions is critical to success. Sangeeta Anand, SVP Product Management and Marketing, F5 Networks I especially liked Karams advice on using U.S. Government resources an often overlooked force multiplier for American businesses, and how best to leverage your own companys Government Affairs groups to succeed. This is a must-read! FRED SCHWIEN, former Executive Secretary of the U.S. Department of Commerce and Boeing Executive Amy was directly involved in developing a sales strategy customer by customer for several years. She lived and breathed the battle of protecting existing accounts, or winning new accounts with a competitor whose price was a fraction of Ciscos. Tam Dell Oro, CEO of DellOro Group I loved this book. The China Factor will provide you

specific guidance and invaluable insights for expanding your business and achieving success globally. Nanette J. Bulger, CEO, executive director of the Strategic and Competitive Intelligence Professionals (SCIP) Association For today's global strategists, Amy Karam's book, The China Factor, offers compelling insights into how to effectively win in the 21st century. In addition to the traditional 4 Ps of marketing, she explores a fifth P, the P called politics, which US-based organizations need to recognize, leverage, and occasionally counteract in order to be competitive. The China Factor blazes a new trail for business to follow in striving to achieve global success. Dr. Juan P. Montermoso, professor of Practice in Marketing, Leavey School of Business, Santa Clara University Amy Karam is a visionary writer! As a global mentor, not only am I going to use it myself as a reference, but will also suggest it to start-ups to use it as a guide! She has eloquently highlighted how to harness competition, partnerships and cross-cultural learning to stimulate innovation & business success. Hulya Koc, Serial Entrepreneur, Angel Investor & Global Mentor, co-founder of Keiretsu Forum Istanbul Chapter Amy Karam is a highly sought-after speaker, consultant, author, and corporate instructor of Stanford University courses, as well as her own workshops. As a strategy consultant, she equips startups and established corporations to succeed in global markets with actionable strategies and execution plans. She has worked with companies such as Cisco, Apple, Visa, Nationwide, Capital One, AT&T, and Bell.

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