

<<昆山轨迹>>

图书基本信息

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前言

China ranks No. 1 in economic and per-capita income growth, holds the largest foreign exchange reserves, is the third largest economy in the world, yet I know of few people from outside the country who can name any of its provinces or more than three of its cities. How is it possible that we know so little about a country which figures so largely in the world today ?

While there are a number of reasons, one is the lack of reliable information about how its economy functions and the part provinces and cities play in it. This book is the first in a series of economic tour guides which present the numbers in the context of the system and people which created them. Kunshan was chosen because it has accomplished more in its 20 years of existence than any other city Like it in China. It is also significant because it is a city which, unknown to you, touches you and the people you know on a daily basis. Actually, selecting Kunshan was a lot easier than figuring out how to express its success. After staying in Kunshan, observing the people and interviewing its government and business leaders, it was clear that there is more to Kunshan than numbers. In many respects, China is too vast to handle easily. It's hard to comprehend a country which has moved more people out of poverty in 30 years than the total population of the United States, but still has twice that number waiting in the wings. In the same way, it is hard to express how a rural township like Kunshan went in 20 years from providing the majority of grain in the Suzhou area to manufacturing the majority of aptops for the world. Everyone I talked to, in Kunshan, was quick to point to the proximity to Shanghai, inexpensive labor and low development costs. But, given these factors are shared with all of the communities that surround Shanghai and many other major cities in China, the question remained: why had Kunshan risen to the top ?

内容概要

The I-Pod you Listen to was made in Kunshan; if you have a Compaq, Acer, Dell, Toshiba, HP or MSI laptop it was manufactured in Kunshan, almost 20 percent of the world's digital cameras are manufactured in Kunshan; more than 2 billion dollars worth of bicycles and bicycle parts are manufactured there each year. If you are under 18, chances are you sat in a stroller and car seat designed and manufactured in Kunshan. Everyday something from Kunshan touches you or someone you know, yet you have never heard of it. In China, Kunshan is just one of over 100 cities with over a million people. Twenty years ago it was a collection of rural towns and villages organized as a township; today it is the No.1 county-level city by GDP in China. How this meteoric transformation occurred is due to two factors, its proximity to Shanghai and the collection of innovative approaches and methods which make up the Kunshan Way. By reading this book, you will hear Kunshan's story from the government and business leaders who have created it and the people who live there. You will have a better idea of how China uses its central planning/local implementation approach to drive its economy and how Chinese cities are organized. Just as importantly, you will learn about what lies beyond the numbers, what is unique about Kunshan, where the roots of its success came from and what it has to offer.

作者简介： Hr. Einar Tangen is an American citizen, of half decent, who split his young years between the US and England. After attending undergraduate and law school, he practiced for five years and then founded E-TECH, which provides financial control and project management services for large infrastructure projects. His work on these projects led to an interest in urban development and finance. Hr. Tangen's past work includes: Republic of Korea, FDI Advisor; Wisconsin International Trade Council, Chair; Milwaukee Business Improvement District, No. 2, Chair; Milwaukee Board of Zoning Appeals, Chair; Milwaukee Debt Commission, Chair; Federal Home Loan Bank of Chicago CIC, Board and Stifel Nicolaus & Co., Milwaukee Office, First Vice-President Structured Finance. In 1999 he visited China as a guest of the government, which eventually led to him moving to Beijing in 2006. In China, he advises Heilongjiang Province, Hebei Province's ETDZ and a number of private clients on foreign technology strategy and acquisitions. He also writes a bi-weekly business article on China for American business magazine "Biz Times".

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媒体关注与评论

Even after living more for than 20 years in this magnificent and complex maze of humanity, culture and opportunity, I am always awed by the diversity, scope and variety of business prospects which span all levels and speeds of economic development. Given that China's second- and third-tier cities are larger than most of Europe's capitals, I hope that this new and certainly overdue series will bring them to the attention of global economic community. —Joerg Wuttke, President, European Union Chamber of Commerce in China, Based in Beijing, BASF Chief Representative, China

China is still a land of great opportunity for businesses looking to invest there. But the next wave of business opportunities are now moving beyond Beijing, Shanghai and the eastern coastal cities to China's second- and third-tier cities. The key to future business success in China will depend on knowing these cities, the opportunities, how they work and how to work in them. —Edward Clarence-Smith, Representative and Head, China Regional Office, United Nations Industrial Development Organization (UNIDO)

The challenge for Chinese cities in the future is how they can lead the world without losing their heritage. Chinese second- and third-tier cities have tremendous potential, but you need to do your due diligence, get to know them and how they work, if you want to be successful. I look forward to the fruits of this effort. —Michael Furst, Chairman/CEO, New Garden Education, Former President, American Chamber of Commerce

If you are looking for a window through which to view China's reform and opening up, I can definitely recommend Kunshan as your first stop. Here you will uncover the secrets behind China's "economic miracles" as well as the driving forces behind China's economic and social progress. Kunshan is so energetic and friendly, complete with all the elements needed for economic and social development. Many people consider that the WTO is a symbol of China's openness to the world, I would like to suggest that Kunshan is one of the best footnotes to this symbol. Long Yongtu, the Chief Negotiator for China's accession to the World Trade Organization and former Secretary General of Boao Forum for Asia cannot imagine that any of my friends other than Einar Tangen could write a book like this. Tangen has written about Kunshan, a city on the other side of the Pacific, in the manner of a good friend, thereby guaranteeing a unique perspective on the trajectory of Kunshan's unusual development. I know Kunshan, and I want to assure readers that everything that Tangen has written about the place is true. —Li Junru, political theorist

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