

图书基本信息

书名：<<中国经商实用指南HOW TO OUTSMART CHINA>>

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内容概要

China is a word everyone talks about today . A country many people like to visit and explore . No doubt , it is the fastest growing economy today by commanding the soon to be largest market On earth . with 1 . 3 billion potential customers . How to Outsmart China unveils to you the realities of China Opportunities that No other “ China Guide ” talk about . It is an Insight to successful business in China . not Just latest statistic : s , facts and figures that you could download from the internet . Inside this book , you will gain Inskler's knowledge in each industry,not historical facts but current and projected opprtuni-ties You will learn which cities are best for business , not a guidebook that explains every province and city . You will learn how to deal with Chinese from different provinces, n0tust in general . This Is a practical guide, rot just a handbook , stories and directories. Updated data and statis'dcs are necessary and important . But these are not what this book all about . The unique selling point of this b00k is prectical experieBce sharina . 作者简介 : Marcus Lee,a Wall StreeL Lrained banker and appointed economic advisor to China municipal governments , grew up , went to school and has worked in Australia,China . Britain , Southeast Asia and the United States . Marcus speaks foLit languages and five Chinese dialects . Marcus is a full scholarship scholar at The University of Hull , UK and received his PhD in Economics at City University,New York,He has worked and done business jn 23 provinces of China with a contact list of over 10 , 000 Chinese CEOs in his database . Marcus is an active speakeg having spoken in more than 30 countries on “ Doing Business jn China ” including the APEC and the ASEAN Summit . Marcus has also hosted 40 episodes of “ Money talk Show ” in China with Lotus TV . He is a regular guest commentator on financial channels across the country . In addition . Marcus was invited as EM professor by the toP 30 universities in China and numerous business schools in the US . Europe and Asia . Marcus has his own business in asset management,animated movies , fashion , online exchange , educarion , new media , creative design and ICT Marcus was included in “ China's 100 Who's Wh0 ” by the Shanghai Financial News in 2005 , “ Who's Who Shanghai ” by WWD in 2007 and “ The 50 Persons You Must Know in Shanghai ” by Modern Weekly in 2007 .

书籍目录

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媒体关注与评论

"A good book recommended to all who wishes to learn and work in China." --Dicky Yip, Executive Vice President, Bank of Communications (China)"An excellent book for reading and a short-cut guide for others to acquire wealth." --Dr. Ahmed Iskanderani, Director, Islamic Development Bank (Saudi Arabia)"Business is not about outsmarting the other side but building relationships and trust that outlast the problems. This book is a guide in the direction of developing these links" --Ahmed Suleiman, MBE KFO (UK)

编辑推荐

"An inspiring story of ambition and dedication" ^ "An essential reading to understand the complexities of Chinese business world... useful, amusing and plenty of in-depth wisdom... Excellent!" ^ "The most distinctive feature of this book is Easy to understand yet practical."

名人推荐

"A must have for all managers and directors contemplating their strategies with Chinese partners."

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