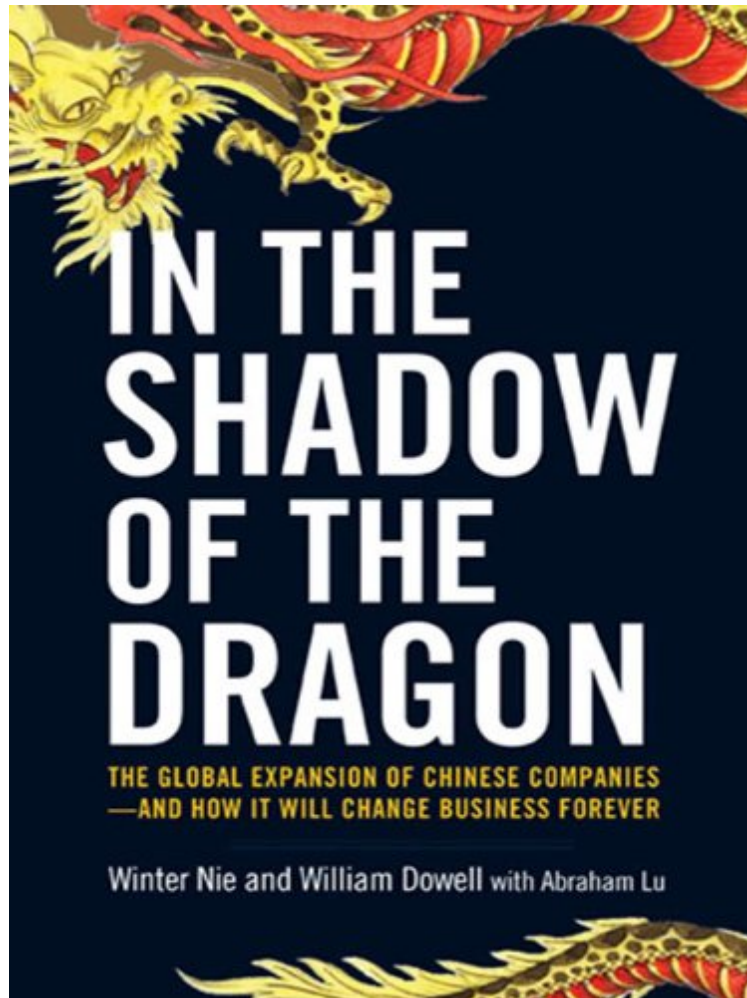


(Free download) In the Shadow of the Dragon: The Global Expansion of Chinese Companies--and How It Will Change Business Forever

## **In the Shadow of the Dragon: The Global Expansion of Chinese Companies--and How It Will Change Business Forever**

*Winter Nie, William Dowell*

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**Winter Nie, William Dowell : In the Shadow of the Dragon: The Global Expansion of Chinese Companies--and How It Will Change Business Forever** before purchasing it in order to gauge whether or not it would be worth my time, and all praised In the Shadow of the Dragon: The Global Expansion of Chinese Companies--and How It Will Change Business Forever:

0 of 0 people found the following review helpful. Essential Reading for Those Interested in Chinese Companies By Peter T Treadway In the Shadow of the Dragon: The Global Expansion of Chinese Companies--and How It Will Change Business Forever "In the Shadow of the Dragon" is of interest to the business/economics reader on three levels. First, it provides a history of some of the major private sector Chinese companies, describing in detail the struggles their founders went into in creating what now are major companies. This makes this book an important reference work

and an interesting read in itself. Second, the book in an uncritical manner describes the parameters of running a company in China including subsidies and protectionism with regard to intellectual property. The Western industrialist or free market economist may not always like what he or she reads but the book tells things the way they are. That has to have value. Third, the book portrays I think quite accurately just where China is at regarding innovation and creating global brands. Not all companies have followed this model exactly but one can generalize from the book. Step one: technologies are imported from the West and then modified with considerable Chinese expertise to fit China's 1.3 billion person mega market. Having this market gives firms a tremendous advantage. Step two: the product then drives a major export push and the Chinese firms become powerful global competitors. China has not yet reached Step 3 where global brands are originated in China, e.g., a Facebook, an Apple or a Louis Vuitton. Also in the financial area Chinese firms have not had a global impact yet as the excellent review of Ping An insurance makes clear. 0 of 0 people found the following review helpful. Excellent behind-the-headlines look at emerging Chinese global enterprises. By K.J. Rohrer "In the Shadow of the Dragon" explores the growth of several successful Chinese companies and the entrepreneurs behind them. Virtually unknown outside of China ten years ago, today Huawei, Haier, and Lenovo are established global brands. Others such as TCL are well known by the foreign brands they have acquired. They will soon be joined by scores of others. Refreshingly, the book is written largely from the point of view of the Chinese managers of these successful companies. These early entrepreneurs had no road map to follow, little access to capital, and often faced brutal competition. Stories of their perseverance, instinct, and luck make interesting (and inspiring) reading. That China's economic influence will continue to grow is undeniable and with it both room for cooperation and confrontation. Politics in the form of protectionism (sometimes disguised as national security) is never far from the surface particularly in the sensitive energy and telecommunications fields. Is China merely reasserting its rightful world role or becoming a threat to the West? By profiling several of China's emerging global companies, "In the Shadow of the Dragon" gives valuable insight to this complex, growing commercial relationship.

The made in China label has long dominated the lower end of the US manufacturing industry, effectively squeezing it out of existence. That's old news. What most people don't know is that China's global reach now extends much further. Chinese companies have entered higher-end markets: technology, financial services, transportation, energy and are emerging as powerhouse multinationals. In the Shadow of the Dragon is a meticulously researched expose of the most competitive companies in China. Based on interviews with Chinese business leaders and original case studies, the book provides: Profiles of key players, Insights into subtle yet powerful strategies used to gain market dominance, An understanding of the Chinese approach to going global, Analysis of the Chinese way of innovation, Advice on competing head-to-head or forming alliances with Chinese partners. Part primer, part survival guide, In the Shadow of the Dragon is the first book to lay bare the challenges looming ahead.

"This could be one of the most important books for us to read." --Inland Empire Business Journal "hellip; offers rare and valuable insights into this urgent question of how will China's rise to international dominance ..." --Clark's Eye on Books "hellip; makes a compelling case for taking the BRIC giant seriously not only as a labor outlet, but also as a source of formidable future business competitors." --World Future "...offers rare and valuable insights into this urgent question of how will China's rise to international dominancehellip; This five-star book is a necessary read..." --The Midwest Book From the Inside Flap "China's biggest corporations are going global, and they will soon represent the greatest competition for American companies in the international marketplace. While Western multinationals have been trying to figure out how to break into the enormous China market, Chinese companies are increasingly being forced to look outwards, and to move up the value chain. They are being driven both by domestic pressure from competing Chinese companies at home, and by the need to find new customers as their domestic markets become saturated. A meticulously researched expose of the most competitive companies in China, In the Shadow of the Dragon examines the Chinese corporations poised to make a tremendous splash on the international marketplace, what tactics they're using to move beyond China, and where they are most likely to compete and to succeed. Based on interviews with Chinese business leaders and original case studies, the book reveals how and why these organizations function the way they do, the revolutionary strategies they're using to rewrite the playshy; book on international business, and what we must do to defend our own companies and thrive in the future. Part primer, part survival guide, the book examines key organizations in different segments of China's economy, including energy, electronics, low-cost production, financial services, sophisticated industrial equipment, household appliances, and more. You'll hear fascinating accounts of organizations such as ICBC, the Industrial and Commercial Bank of China, which recently launched the largest IPO in history; Baidu, China's leading internet search engine, which has a market cap twice that of Yahoo, and considerably higher than eBay's; and Haier, which quietly cornered the U.S. market in creating cheap, small refrigerators for dorm rooms, and forced Whirlpool's hand when making a serious bid for Maytag. How the West responds to China's emergence as an economic power will have a crucial impact on both international business and the current trend toward globalization. This enlightening and practical book takes an insider's view of the forces at work inside China,

and how they will come to affect us all. WINTER NIE is a business consultant and professor at IMD, a leading business school in Lausanne, Switzerland. WILLIAM DOWELL is a freelance writer who served as a Time magazine correspondent in Europe, Asia, and the Middle East. He lives in Geneva, Switzerland. From the Back Cover

China's vision of its place in the world is evolving fast. For the last fifty years, Western companies have dominated the international marketplace and have generally played by the same rules. But Chinese companies are increasingly determined to compete internationally with established Western multinationals. And while many of us may not have heard of these organizations yet, Western companies already find themselves increasingly challenged head-on, forming new alliances with Chinese partners or being bought outright by Chinese investors. Strengthened by a large, surprisingly well-educated, low-wage workforce, extensive government support, increased education, and an impressive readiness to adapt with lightning speed, Chinese companies are using revolutionary tactics to take down their competition. Written from the perspective of how China sees the world and how this vision relates to what is actually happening on the ground inside China, *In the Shadow of the Dragon* examines important factors involving China's increasing international expansion. China is already having an important impact in the international world on everything from business to employment and there's no going back now. Featuring profiles of key players and eye-opening case studies, *In the Shadow of the Dragon* provides an in-depth analysis of where Chinese organizations are headed and where they will take the rest of us.

Advance Praise for *In the Shadow of the Dragon*

"Everyone knows that Chinese firms have been on a shopping spree, buying up foreign assets. Who are these Chinese firms, and what are they really after? [This book] provides a uniquely Chinese answer. The chapter on Chinese innovation is particularly insightful and interesting." — Philippe Felten, CEO of BEA (Bureau Electronique Appliquee)

"With 1.3 billion potential customers and more than \$1 trillion to invest, China is a country that no executive in business today can afford to ignore. [The authors] provide unique insights into how Chinese executives see the world today as well as the events that helped shape them. This is important reading for anyone hoping to compete in the global free market." — Gary Steel, Executive Vice President and Head of Human Resources of ABB (Asa Brown Bovier)

"It is no secret that China's increasing importance on the international business scene is accelerating beyond expectations. *In the Shadow of the Dragon* provides key insights and profiles on the major Chinese companies that will become the world's next multinationals and are already changing the global business environment. Nobody involved in international business can afford to ignore or miss this fundamental trend, which is radically changing the global competitive landscape. It is a must-read book for executives who try to understand the China phenomenon and the future role of Chinese multinationals." — Gerard R. Vittecoq, Group President and Executive Office Member of Caterpillar Inc.