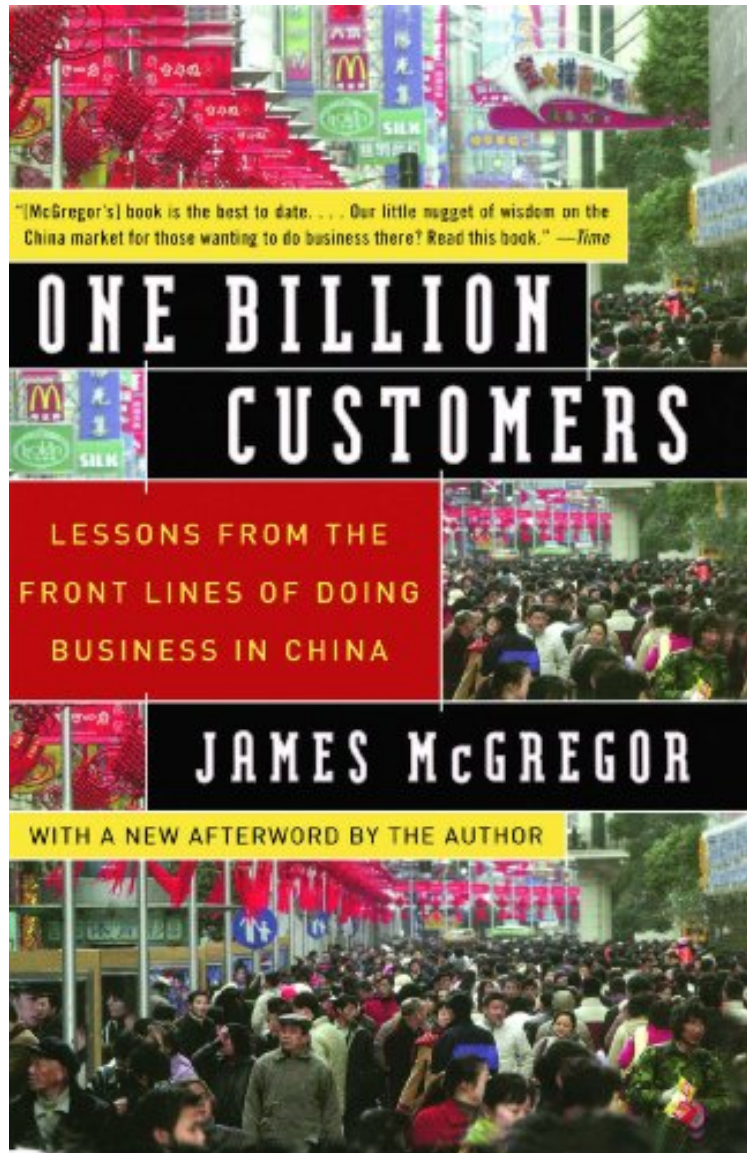


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One Billion Customers: Lessons from the Front Lines of Doing Business in China

James McGregor

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James McGregor : One Billion Customers: Lessons from the Front Lines of Doing Business in China before purchasing it in order to gauge whether or not it would be worth my time, and all praised One Billion Customers: Lessons from the Front Lines of Doing Business in China:

0 of 0 people found the following review helpful. Entertaining and Enlightening By Edward J. Barton The book is a good primer for anyone looking to conduct business in China. The book itself is getting dated, even the second edition,

and the Chinese are becoming more Westernized in their business interactions. However, it cannot be understated that any attempt by a Western business executive to show respect for the traditions, history and culture of China will go a long way to building *guangxi*. While many of the customs and the banqueting are going to vary in intensity as you move out of Shanghai, Shenzhen and Beijing to the other cities that are less Westernized, the fundamental cultural elements of respect, face, influence and dealing with local influencers are foundationally universal. McGregor's background as a journalist shows in his writing style, which is extremely easy to read and follow, as well as his skillful storytelling. The relatively long chapters are easy to read, and his approach of having a "who's who" guide to the players in the beginning of the book is useful for keeping everyone straight. His blending of personal interest, history, current practices and real challenges made an entertaining read for this business traveler while on the high speed train from Shanghai to Hongzhou. A worthwhile read before heading to China on business. 0 of 0 people found the following review helpful. Very true, well structured, interesting readng. By maria nahlik Reading this book is important for anybody who wants to understand how China really works. An update would be interesting. The last ten years have opened China even more towards the west, and, although much of the fundamental typology described in the book still prevails, the world is getting (for the better or the worse) more and more uniform. The book is packed with interesting facts experienced first hand by the author, it is easy to read, captivating and well structured. 0 of 0 people found the following review helpful. Students get this book By Ti Great book for understanding Chinese consumer base. It is also a great reference book for academic classes.

It is well known that with a population of 1.3 billion people, China's market is moving quickly toward surpassing those of North America and Europe combined. Companies from the United States and around the globe are flocking there to buy, sell, manufacture, and create new products. But as former Wall Street Journal China bureau chief turned successful corporate executive James McGregor explains, business in China is conducted with a lot of subterfuge -- nothing is as it seems and nothing about doing business in China is easy. Destined to become the bible for business people in China, *One Billion Customers* shows how to navigate the often treacherous waters of Chinese deal-making. Brilliantly written by an author who has lived in China for nearly two decades, the book reveals indispensable, street-smart strategies, tactics, and lessons for succeeding in the world's fastest growing consumer market. Foreign companies rightly fear that Chinese partners, customers, or suppliers will steal their technology or trade secrets or simply pick their pockets. Testy relations between China's Communist leaders and the United States and other democracies can trap foreign companies in a political crossfire. McGregor has seen or experienced it all, and now he shares his insights into how China really works. *One Billion Customers* maximizes the expansive knowledge of a respected journalist, well-known businessman, and ultimate China insider, offering compelling narratives of personalities, business deals, and lessons learned -- from Morgan Stanley's creation of a joint-venture Chinese investment bank to the pleasure dome of a smuggler whose \$6 billion operation demonstrates how corruption greases the wheels of Chinese commerce. With nearly 100 strategies for conducting business in China, this unprecedented account combines practical lessons with the story of China's remarkable rise to power.