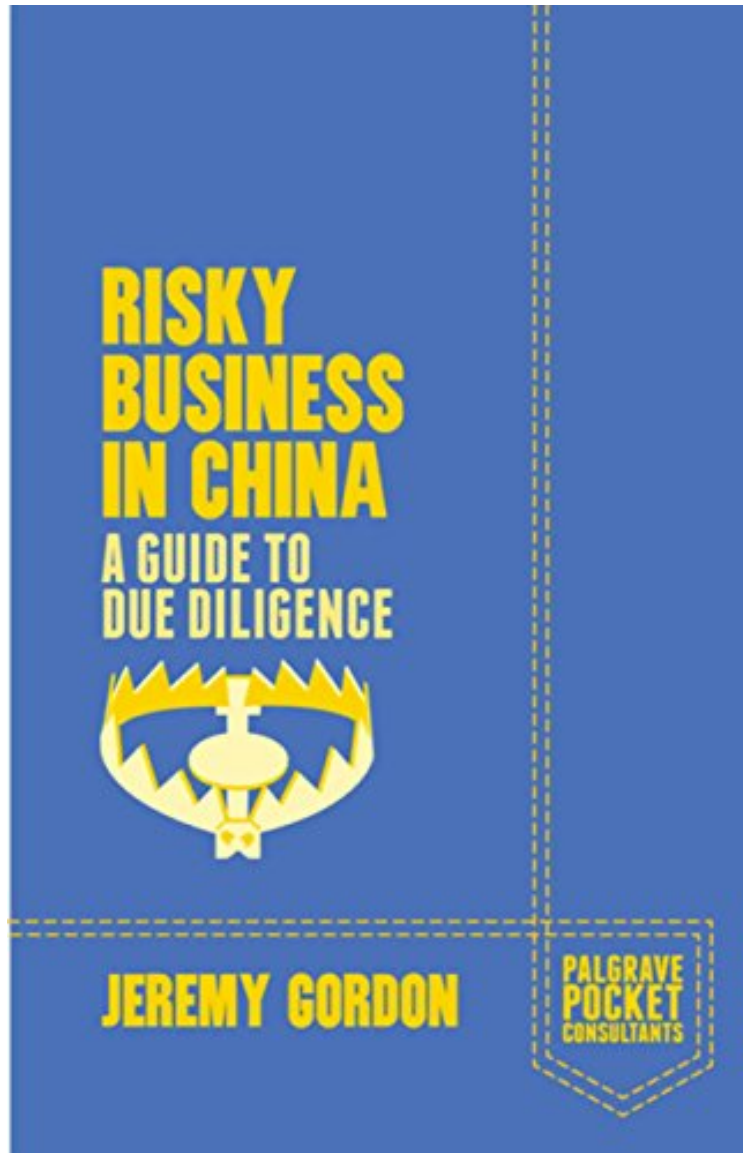


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J. Gordon

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Risk is a major reason that companies fail in, or fail to enter, China. This unique book demonstrates how correctly-applied due diligence can not only reduce business risk in China, but also provide excellent business intelligence to support negotiations and business relationships. Based upon the author's twenty years of consulting experience in China, this practical book is packed with real-world case studies of failures and successes, providing a valuable and detailed 'road map' to avoiding the most high-profile pitfalls of business in China.