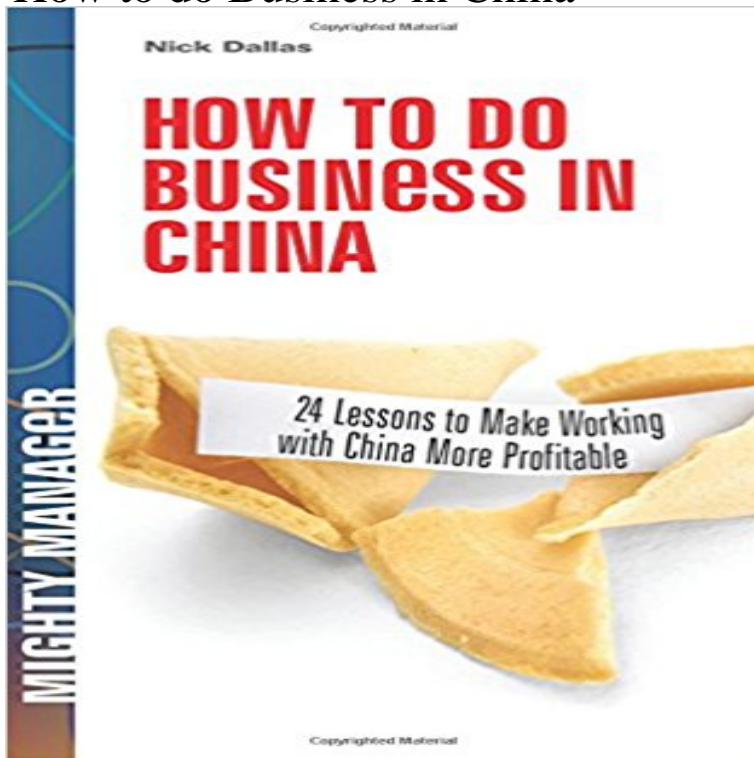


## How to do Business in China



24 vital lessons on steering your business through the worlds biggest emerging market Catapulted onto the world stage by a daring reform agenda, present-day China is the manifestation of an experiment unique in human history. Its astonishing economic ascent and rapidly expanding consumer market has captured the worlds attention. Bristling with amazing opportunities which may conceal considerable risks, engaging with China is inescapable for many firms. How to Do Business in China highlights 24 lessons that will facilitate your entry into the burgeoning new economy. Tips on avoiding common mishaps and enhancing your preparedness are outlined. Youll learn the importance of: Understanding and working within the Chinese entrepreneurs unique approach to business Finding reliable partners within China who share your vision Avoiding problems arising from cultural differences-and capitalizing on similarities Skillfully navigating through Chinas complex bureaucracy Protecting your business from intellectual property rights infringements Negotiating with skill, aplomb, and patience Designing a proactive PR policy to help you lobby for favorable legislation This explosive and largely untapped marketplace replete with idiosyncrasies is a dominant force shaping the 21st century. How to Do Business in China will sensitize you to the issues as it clearly depicts the challenges ahead.

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