

Marketing Strategies Of Chinese Companies

[DOWNLOAD HERE](#)

1;Marketing strategies of Chinese companies;1 2;Table of contents;3 3;LIST OF ABBREVIATIONS;5 4;LIST OF FIGURES;6 5;VLIST OF TABLES;7 6;Introduction;8 7;1.Background;10 7.1;1.1 Upgrade in high-tech-premiership;11 7.2;1.2 Go global - politics of Chinese central government;12 7.3;1.3 Securing resource;13 7.4;1.4 Know-how transfer;14 7.5;1.5 Motivation from inside China;15 7.6;1.6 Advantage by state-aid;16 7.7;1.7 Strategic objectives and measures;16 8;2.Chinese companies in Germany;19 8.1;2.1 Introduction of Chinese companies;20 8.2;2.2 area and branch;25 9;3. Marketing strategies of Chinese companies;30 9.1;3.1 Marketing basic strategies;30 9.2;3.2 Possible options of marketing entry strategies;31 9.3;3.3 Marketing entry-strategies of Chinese companies;35 9.3.1;3.3.1 Entry without marketing effort;36 9.3.2;3.3.2 Entry with marketing effort;38 9.4;3.3 Steps of Chinese investment overseas and competitive strategies;52 9.5;3.4 Other strategies;56 9.5.1;3.4.1 Regional Market exploration;56 9.5.2;3.4.2. Market segmentation strategy;56 9.5.3;3.4.3. Industry concentration as platform of globalization;57 9.5.4;3.4.4. IPO overseas;57 9.5.5;3.4.5. Application of traditional strategies;58 10;4. Issues in China's internationalization;60 10.1;4.1 Integration issues in Chinese M&A;60 10.2;4.2 consideration before divesting to a Chinese acquirer;62 10.3;4.3 Others issues in China's internationalization;63 10.4;4.4 Solutions;64 11;5. Challenges and Chances for German companies;66 11.1;5.1 Challenges as competitors from China;66 11.2;5.2 Chances as strategic partners from China;68 12;6. Conclusion;71 13;BIBLIOGRAPHY;73 14;INTERNET SOURCE;76 15;APPENDIX;78 EAN/ISBN : 9783836640985 Publisher(s): Diplomica Discussed keywords: China, China, Wirtschaft, Marketing, Theorien/Konzepte/Strategien Format: ePub/PDF Author(s): Tang, Fenghua

[DOWNLOAD HERE](#)

Similar manuals:

[Rose Roses Rosebed In A Park Nymphenburg Munich Muenchen Nymphenburger China Porcelain Parrot Bavaria Germany](#)

[Cistus Chinamadensis - La Gomera](#)

[Hong Kong By Night Hong Kong Asien China](#)

[Road Scene In Hong Kong Asia China](#)

[Flowering Cistus Chinamadensis At La Palma, Canary Islands, Spain](#)

[Purple Coneflower - Echinacea Purpurea - Medicinal Plant](#)

[Blossom Purple Coneflower, Echinacea Purpurea](#)

[Blossom Purple Coneflower, Echinacea Purpurea](#)

[Blossom Detail Purple Coneflower, Echinacea Purpurea](#)

[Blossom Detail Purple Coneflower, Echinacea Purpurea](#)

[Blossom Detail Purple Coneflower, Echinacea Purpurea](#)

[Blossom Purple Coneflower, Echinacea Purpurea](#)

[Blossom Purple Coneflower, Echinacea Purpurea](#)

[Withered Purple Coneflower, Echinacea Purpurea](#)

[Purple Coneflower Echinacea Purpurea On Green Background](#)

[Purple Coneflower Echinacea Purpurea On Green Background](#)

[Shuttlecocks Made In China](#)

[Shuttlecocks Made In China](#)

[Shuttlecocks Made In China](#)

[Wirtschaftsunternehmen](#)

[Telephone Booth Hutongs Old Town Peking China](#)

[Chinese Wall China](#)

[Terracotta Soldiers Xian China](#)

[Easr Tib. Village Longmusi China](#)

[East Tib. Monastery Town China](#)

[Wonder Of Natur On The Edge Of The Himalaya China](#)

[Giant Buddha Naer Leshan China](#)

[Green China Fields Near Dali China](#)

[Li River China](#)

[Li River China](#)

[Door In The Forbidden Town China](#)

[Statue In The Forbidden Town China](#)

[Everydays Life From Peking China](#)

[Tachina Fera](#)

[Traffic In Chongqing, China](#)

[Flowers On The Flower Market Of Hong Kong, China](#)

[Flowers On The Flower Market Of Hong Kong, China](#)

[Flowers On The Flower Market Of Hong Kong, China](#)

[Seafood Platter At The Nightmarket Of Kowloon, Hong Kong, China](#)

[Morning Fog Over The Jangtze River At Yichang, China](#)

[Wu Gorge At Jangtze River, China](#)

[Wu Gorge At Jangtze River, China](#)

[Blossoms Of Purple Coneflower Echinacea Purpurea, An Old Herbaceous Plant Helping Against Common Cold.](#)

[Blossoms Of Purple Coneflower Echinacea Purpurea, An Old Herbaceous Plant Helping Against Common Cold.](#)

[Blossoms Of Purple Coneflower Echinacea Purpurea, An Old Herbaceous Plant Helping Against Common Cold.](#)

[Platoon Of The Peoples Liberation Army China](#)

[Hong Kong Central At Night With Victoria Harbour, Hong Kong, China, Asia](#)

[Hongkong Central - View On Victoria Harbour, Hong Kong, China, Aisa](#)

[Hong Kong - Reflection Of A Sky Scraper In The Front Of Another Sky Scraper, Hongkong, China, Asia](#)

[Public Housing In Hong Kong Central, Hingkong, China, Asia](#)