

# Die Bedeutung Von Guanxi In Der Chinesischen Gesellschaft - Patrick Krippendorf

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China wird mehr und mehr zu einem 'Global Player', dabei rückt auch der chinesische Binnenmarkt verstärkt in den Fokus internationaler Konzerne und Unternehmen. Ohne Kenntnisse über chinesische Traditionen und chinesische Kultur - insbesondere über 'Guanxi' - ist es faktisch unmöglich in China Geschäfte zu initiieren, geschweige denn sie abzuwickeln. 'Guanxi' scheint also einen bedeutenden Faktor für die chinesische Wirtschaft darzustellen und macht es somit auch für ausländische Unternehmen und Unternehmer unerlässlich, sich mit 'Guanxi' auseinander zu setzen. Dieser Essay soll einen kurzen Einblick in die Beziehungskultur und das Netzwerkd Denken der Chinesen bieten. Darüber hinaus kann er durchaus als Handlungsanweisung verwendet werden. Author: Krippendorf, Patrick Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Bedeutung von Guanxi in der chinesischen Gesellschaft Pages: 00019 (Encrypted PDF) On Sale: 2008-01-01 SKU-13/ISBN: 9783640234158 Category: Social Science : Ethnic Studies - General Category: Language Arts & Disciplines : General

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