

Little Red Book Of China Business - Sheila Melvin

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The Secret to Business Success in China As the Chinese market continues to open up in the West, the opportunities for you and your business are endless. But so are the opportunities for making the wrong move, saying the wrong thing and unknowingly jeopardizing your success in this market. In order to succeed in China, you need to understand China and her people. The Little Red Book of China Business provides a unique approach to understanding the Chinese business culture by unlocking an essential key: The current generation of Chinese businesspeople grew up with the lessons and teaching of Mao's Little Red Book, and these lessons guide their action in business and culture. If you don't understand Mao and the Little Red Book, you don't understand China business. Sheila Melvin walks you through the key lessons of the Little Red Book, unlocking incredible business and strategy secrets along the way. Discover such strategies as: Value History Make Foreign Things Serve China Master What You Do Not Know ...And much more. The Little Red Book of China Business will show any businessperson or organization how to bridge the gap to a successful working relationship. Author: Melvin, Sheila Publisher: Sourcebooks Landmark Illustration: N Language: ENG Title: Little Red Book of China Business Pages: 00000 (Encrypted EPUB) On Sale: 2007-11-01 SKU-13/ISBN: 9781402248665 Category: Business & Economics : International - General

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