

Entry Strategies In The Chinese Market - Christian Herbst

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[...] Those milestones will be outlined in the following chapters. Concerning the structure of this thesis, it will start off by giving a general description of the Chinese market and its economic development, as well as trade and investment opportunities and motives. After that, an overview of the Chinese culture will be given, including a description of Chinese behavioural patterns and the difference to German behaviour. Furthermore negotiation style and techniques will be pointed out. Based on all the information given, potential entry strategies will then be pointed out, including each strategy's advantages and disadvantages. Besides, industrial and foreign direct investment opportunities policies regulated by the Chinese government will be illustrated and major investment opportunities will be outlined. This chapter is followed by a description of the choice of location, which also includes an overview about certain investment incentives which are offered in specific regions. The following chapter deals with a complete risk analysis for the Chinese market. The second but last chapter deals with companies, which have managed to enter the Chinese market. This chapter also includes a description of the reasons why these companies have been so successful in accessing the Chinese market. Finally, the most important information will be summarized and a final conclusion will be drawn. Figures and tables are part of the appendix. Author: Herbst, Christian Publisher: GRIN Verlag Illustration: N Language: ENG Title: Entry strategies in the Chinese market Pages: 00080 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638385572 Category: Business & Economics : General

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