‘Chinese Business is timely in view of China’s dynamic development in the past decades. The author offers a comprehensive body of knowledge on Chinese culture, tradition and thinking, which can aid in building successful and sustainable business relationships. Written from a Chinese perspective, the book is a must read for executives planning to do business in China.’

Claude Celitch, Vice President External Relations, International University in Geneva, Switzerland

‘In this timely, well-researched book, Dr Liu combines theory, practice and sharp, practical insight with a wealth of detailed case studies. It should be read by university students, researchers, consultants and practitioners alike in both the public and private sectors who wish to gain insight into how Chinese businesses work and behave in the fiercely competitive environment of the 21st century.’

Andrew K P Leung, International and Independent China Strategist

‘Understanding Chinese business is vital in the contemporary business world, and Hong Liu’s book illuminates a complex subject for readers globally.’

Stephen Perry, Chairman of the 48 Group Club, UK

It is difficult to overstate the importance of China to the world economy, and yet the majority of books either look at Chinese business by applying Western frameworks or models to the context of China or focus on a particular aspect of business in China.

Authored by an academic expert on China, this new, completely revised edition of Chinese Business offers its readers a comprehensive and systematic body of knowledge of Chinese business. It has taken a holistic perspective, intending to achieve a balance between the academic and practical, between theory and practice and between traditional and current (Internet-based) industry. The framework of this book subsumes all the major factors that should be taken into consideration when Western companies contemplate a China strategy, including history, philosophy, ancient military classics, strategy and marketing, innovation, Internet business and human resources. The discussion of these factors is supplemented with insightful case studies.

Chinese Business, Second Edition, can be used as a textbook for undergraduates and postgraduates at business schools and as a useful reference for researchers, senior executives, consultants and government officials involved in Chinese business.

Hong Liu is Founding Director of the China Business Centre at Manchester Business School, University of Manchester, UK.

BUSINESS AND MANAGEMENT

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