



China CEO: Voices of Experience from 20 International Business Leaders

By Fernandez, Juan Antonio; Underwood, Laurie

Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: By the book Heading to China on business? Then it's worth considering the skills needed to manage business operations there, the secrets to forming successful joint ventures and business partnerships, and the best ways to manage employees on the mainland, where staff turnover is now at a record high. But that's not all both multinationals and aspiring entrepreneurs need to think about how they can attract China's fickle consumers, and how expatriates and their families can lead a satisfying life in the world's most populous country. Juan Antonio Fernandez, a professor at the China-Europe International Business School, and Laurie Underwood of the American Chamber of Commerce (AmCham) in Shanghai, have collaborated on a book offering a number of insightful answers to these pressing questions. China CEO: Voices of Experience is required reading for those ready to take the plunge. But instead of speaking from their own experiences, the authors have interviewed 20 top international executives working in China for Fortune 500 companies such as Airbus, Coca-Cola, General Motors, Microsoft, Sony and Unilever. The book was an instant hit in Southeast Asian bookstores, selling more...



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It is one of my personal favorite publications. Indeed, it actually performs, still an amazing and interesting literature. It has been printed in an exceptionally easy way which is merely soon after I finished reading this book where it really altered me, changing the way I believe.

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