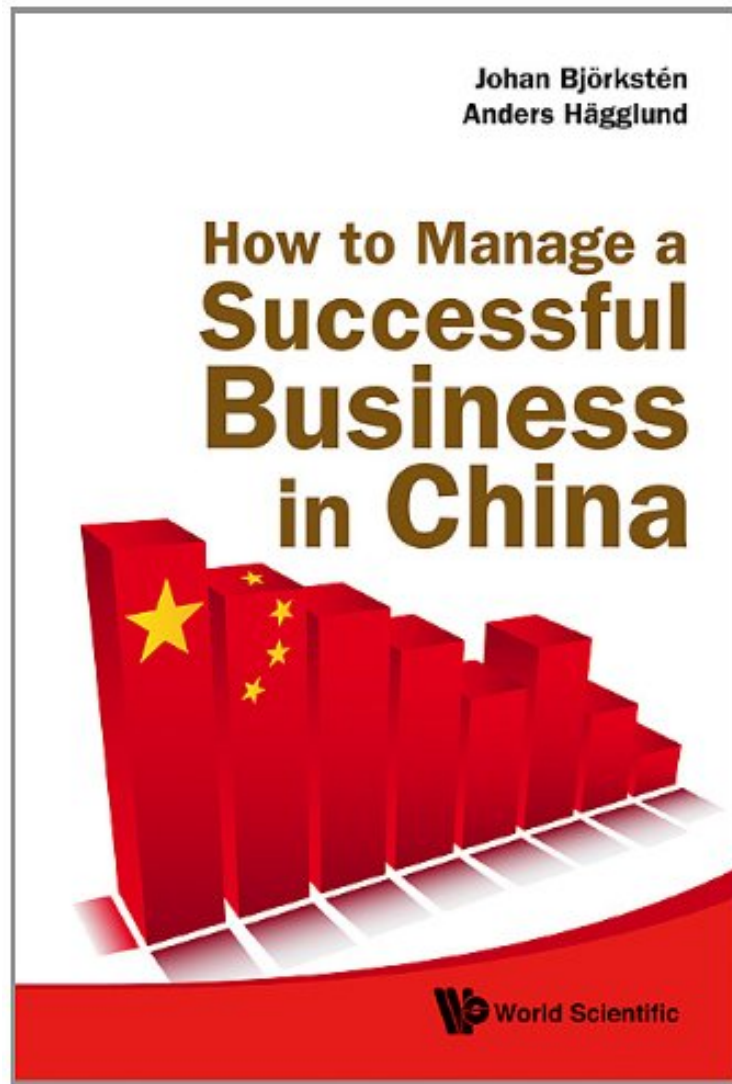


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How to Manage a Successful Business in China

Johan Björkstén

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Johan Björkstén : How to Manage a Successful Business in China before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Manage a Successful Business in China:

4 of 4 people found the following review helpful. Useful GuideBy chunyukuo"How to Manage a Successful Business in China" is not advertised as a well written textbook, yet it reads like one and is organized logically; authors Johan Björkstén and Anders Hägglund have produced an authoritative guide organized by theme; you can pick at the chapters you might need, and the bullet-style checklists following each segment are welcome lagniappes for the busy executive. But the book is a bit out of date at points. Chinese journalists are fond of describing commerce in matrimonial terms, and the authors, perhaps the result of their own successful ventures, describe a veritable

honeymoon stage in China's trade relations that has since passed. Or maybe they've just met too many whiny Westerners. Still, in March this year the American Chamber of Commerce in Shanghai published a sweeping survey of American businessmen in China, most of whom say they feel 'unwelcome.' That's new, and it's a sentiment echoed by traders of all stripes. Protectionism and nationalization have been on the rise for years, so doing business in China now will entail fussier bureaucracies and greater difficulty securing payment from suppliers than ever before. Hence the limitations of this book. It seems clear that Bjorksten and Hagglund deal primarily with high-caliber Chinese staff in ultra-competitive industries. But they don't say enough about Chinese factories, which are a real source of pain in Western boardrooms. For that, read Paul Midler's "Poorly Made in China," a dour portrait of export manufacturing. It's just as authoritative and is written with a lot more snap than the Swedes' laboriously sober work, which screams for anecdotes. Both outline some of the more outrageous mistakes that Western businessmen make in China, but from very different perspectives. "How to Manage a Successful Business in China" is a concise, authoritative business guide backed by a deep understanding of the country, its culture and business practices. Bjorksten even wrote a book on the Chinese language and has taught Mandarin. If you plan to set up a service-based operation in China or market to Chinese consumers, "How to Manage a Successful Business in China" is indispensable. Recent grads coming to China should read it, too. But if your business is export manufacturing, read "Poorly Made in China" first.

This unique book discusses how to manage an organization in China. It is based on the invaluable practical experience of entrepreneur Johan Bjorksten, who successfully built a local consulting business with over 100 employees, and Anders Hagglund, a seasoned manager who set up high-growth and highly profitable operations in China for a major industrial multinational. The book provides widely applicable advice based on experiences from different industries, including but not limited to those of the authors. Most books about business in China belong to one of two categories: autobiographical "success stories" or academic treatises. Managing in China goes beyond these genres to provide highly relevant, practical advice and checklists, as well as concrete and illustrative examples from the authors' own experience. Managing in China succinctly explains how historical, cultural and social factors influence today's Chinese business environment, and how managers should take this into account in day-to-day operations. The book focuses on managing in a rapid-growth environment, but also provides advice on how to ensure sustainable operations and profitability in mature industries or a temporary downturn. Contents: Introduction: Why We Wrote This Book Chinese Business Climate Differences and Similarities Key Concepts of Chinese Business Culture The Language Challenge Qualities of the Right Expatriate Manager Company Setup A Winning Local Team The Right Corporate Culture Right Business Focus Support Your Frontline Sales Organization Marketing to China Successful Execution Demands Top Management Attention Readership: Academics, students, general readers interested in China studies, China's economy, business and management and entrepreneurship.

"At last, a China management handbook written by practicing business people with on-the-ground leadership experience. Even seasoned China hands should be able to find a few novel ideas." Daniela Riccardi President Procter Gamble Greater China "China poses unique challenges; even more so in times of market upheaval. This book is based on solid experience and best practices. I think it will be a great help for anyone responsible for a business operation in the country." Michael Treschow Chairman of the Board, Unilever N V and PLC Chairman of the Board, Ericsson AB "Successful people management is the only way to achieve sustainable business performance. This book captures the key priorities for China in a compact and straightforward way." Ian Duffy President IKEA Asia-Pacific From the Inside Flap This unique book discusses how to manage an organization in China. It is based on the invaluable practical experience of entrepreneur Johan Bjorksten, who successfully built a local consulting business with over 100 employees, and Anders Hagglund, a seasoned manager who set up high-growth and highly profitable operations in China for a major industrial multinational. The book provides widely applicable advice based on experiences from different industries, including but not limited to those of the authors. Most books about business in China belong to one of two categories: autobiographical "success stories" or academic treatises. Managing in China goes beyond these genres to provide highly relevant, practical advice and checklists, as well as concrete and illustrative examples from the authors' own experience. Managing in China succinctly explains how historical, cultural and social factors influence today's Chinese business environment, and how managers should take this into account in day-to-day operations. The book focuses on managing in a rapid-growth environment, but also provides advice on how to ensure sustainable operations and profitability in mature industries or a temporary downturn.