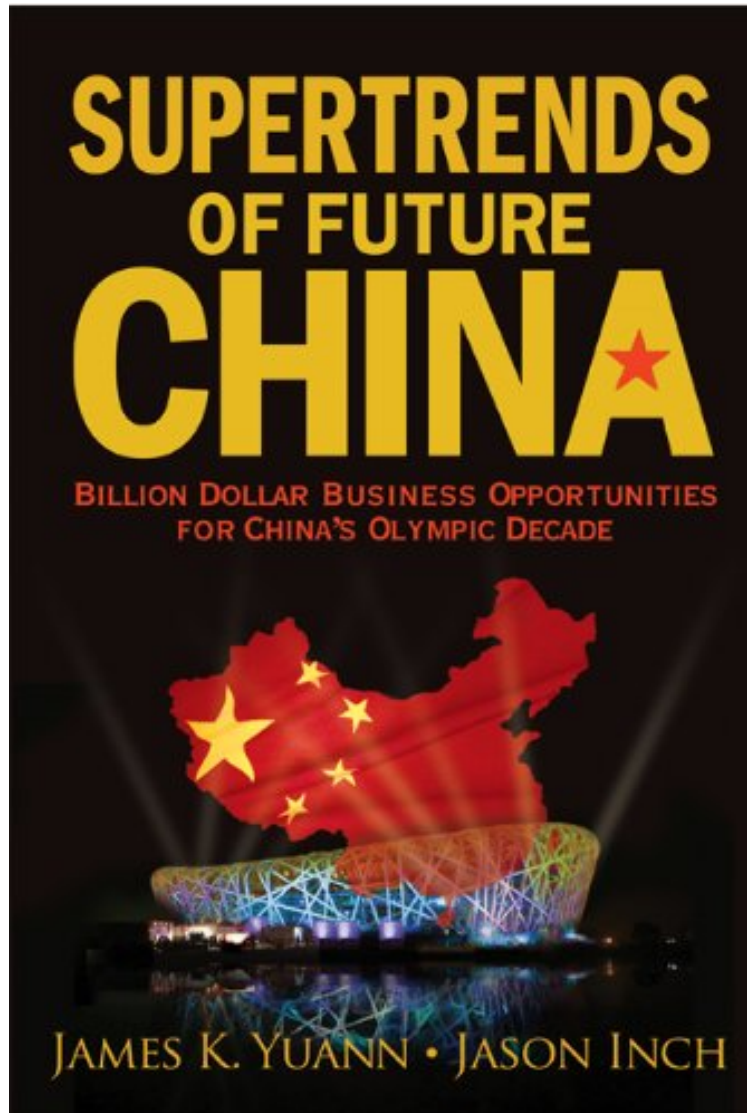


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# Supertrends of Future China: Billion Dollar Business Opportunities for China's Olympic Decade

*James K Yuann, Jason Inch*

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**James K Yuann, Jason Inch : Supertrends of Future China: Billion Dollar Business Opportunities for China's Olympic Decade** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Supertrends of Future China: Billion Dollar Business Opportunities for China's Olympic Decade:

The Beijing Olympics in 2008 marks the beginning of an era of new business opportunities in China for 1.3 billion

Chinese and the rest of the world. For investors, marketers, and businesspeople who want to understand the new drivers and business chances of the Chinese economy, *Supertrends of Future China* is the definitive guidebook. The authors — two experts with decades of experience in Asia and both corporate and entrepreneurial track records — introduce readers to China's ten supertrends: Value-adding and Innovating, Urbanizing and Servicing, Consuming and Aspiring, Inter-networking and e-Commercializing, Affluencing and Greening. These supertrends form the foundations of the best opportunities in the manufacturing, service, lifestyle, e-Commerce, telecommunications, finance, and environment industries during China's Olympic Decade. This complete book of new China opportunities presents the latest information and analysis from a positive and objective angle, focusing on the potential for business success rather than finger-pointing and fear-mongering. Written by businesspeople for businesspeople, it is an essential book for anybody doing business, investing, or working in China. It will also appeal to general readers interested in China's social, economic, and environmental development.

Contents: Introduction: China, the Land of Mystery: The Good, the Bad, and the Ugly  
 China's Seeds of Growth: China's Three Primary Growth Drivers  
 The Drivers of the Drivers  
 The Supertrends  
 The Business Supertrends: Value-Adding to Make Better Things, Innovating to Make Things Better  
 Serving Me: Urbanizing and the Service Industry  
 The Social Supertrends: Health, Education, and Leisure: Enjoying Life as a Market of One  
 Text Me: A Boundaryless Society with Instant Networking  
 The Wealth Supertrends: Affluencing: China's Accumulation of Wealth and Influence  
 Red China Goes Green: Saving Energy, Reducing Pollution  
 Conclusions: Become a Gloriously Rich Businessperson  
 Readership: Investors, marketers, businesspeople and general readers with an interest in China, its economy, environment and people.

**About the Author** James K Yuann (Jim) is currently Managing Director of Boyden China, a subsidiary of the international human resources firm Boyden. Jim was also recently made an Adjunct Professor at Fudan University, where he teaches the Leadership Development course in the IMBA program collaborated by MIT (Sloan) and Fudan University. Jim was the President, Asia, for Honeywell's Specialty Materials (SM) business until mid-2006. During his tenure in Honeywell, Jim, together with his 1,100 associates, doubled the revenue of Honeywell SM Asia to US\$820 million, relocated Honeywell Asia's headquarters from Singapore to Shanghai, and established a technology center there. Prior to Honeywell, Jim was the General Manager of Asia in PolyOne Corporation, the world's largest polymer service company, for nearly ten years. During his tenure, PolyOne Asia expanded from a one-man operation with US\$2 million import sales to more than 500 associates with US\$100 million in revenue, and five manufacturing plants located in China, Singapore and Thailand. Shanghai's mayor honored Jim in 2001 with the Magnolia Award, identifying PolyOne Asia as one of the best-performing foreign enterprises. In the early 1990s, Jim set up five joint ventures in China as a corporate entrepreneur. Graduating from Washington University in St. Louis, Missouri, USA with a D.Sc. degree in Chemical Engineering, Jim also received his M.S. degree in Materials Science from the University of Cincinnati in Ohio, USA, and his B.S. degree in Chemical Engineering from National Taiwan University. Jim is an Asian Advisory Council member of the AMA (American Management Association) and an International Advisory Council for Asia member of Washington University in St. Louis, Missouri. He has been a keynote speaker at many international conferences in US, Europe and Asia. He has lectured at a number of business schools around the world including UCLA, Pepperdine University, Washington University and Copenhagen Business School on globalization, talent management, China strategy and joint venture management. Jason Inch holds an MBA from Canada's Richard Ivey School of Business and also attended one of China's top business schools, China-Europe International Business School (CEIBS). He also holds a B.A. in Asian Studies from the University of Victoria, Canada, one of the premier programs for China studies in Canada. He speaks fluent Japanese, Mandarin and English as a result of his vast educational and work background. Since arriving in Shanghai in 2003, Jason has worked as a strategy consultant for several multinational companies' China offices, and has been involved as a marketing consultant for Chinese companies in the media and property sectors, working on marketing strategy and business development. He also teaches part-time in Shanghai in both educational institutions and for corporate clients in business topics such as International Business and Intercultural Communications. Before coming to China, Jason worked in the United States, Japan and his native Canada as a business consultant and project manager to some of the world's largest high-tech companies including HP, Microsoft and others. He started a trading company in Japan when he was 23 years old, and parlayed that into more than ten years of work and entrepreneurship experience in the Asia market, the last four years of which have been in China.