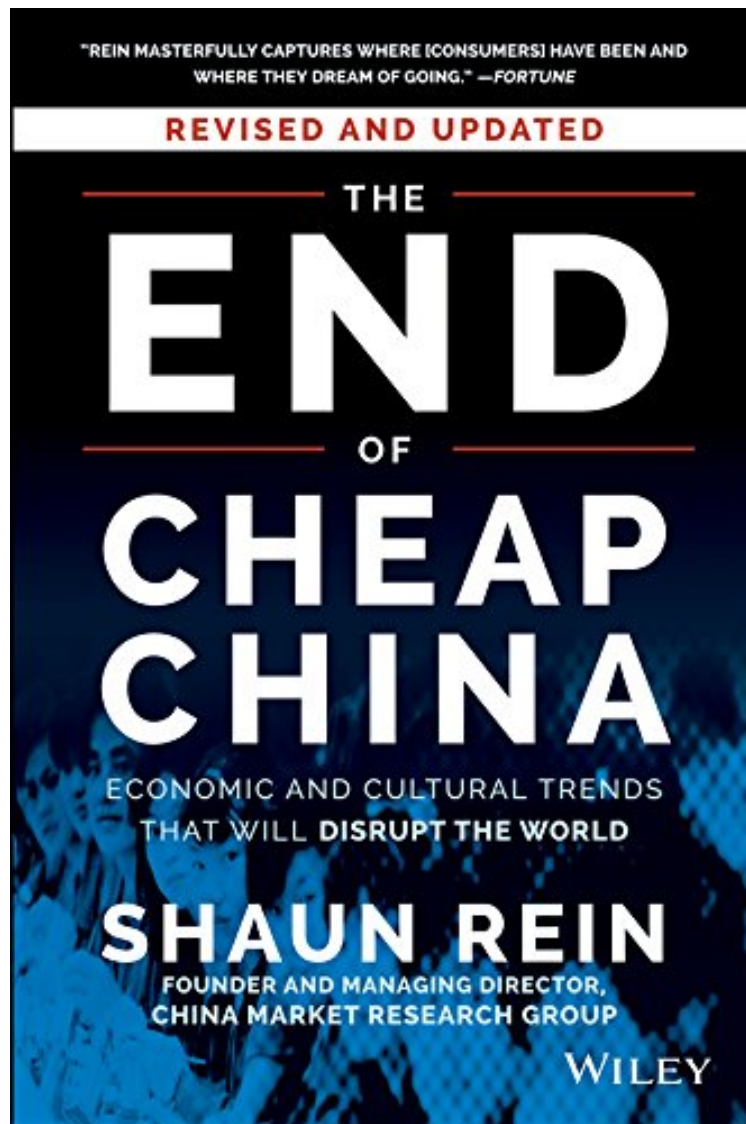


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The End of Cheap China, Revised and Updated: Economic and Cultural Trends That Will Disrupt the World

Shaun Rein

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Shaun Rein : The End of Cheap China, Revised and Updated: Economic and Cultural Trends That Will Disrupt the World before purchasing it in order to gauge whether or not it would be worth my time, and all praised The End of Cheap China, Revised and Updated: Economic and Cultural Trends That Will Disrupt the World:

1 of 1 people found the following review helpful. Describing the Entire ElephantBy BackbuttonThe book is an easy read that offers many aha moments, with the best aspect being that Mr. Rein provides a picture of the entire elephant

that is China rather than just providing bits and pieces for the reader to assemble. The book takes an optimistic view of China's prospects, and explains the underlying reasons for doing so. There are numerous nuggets to be found and the book is a definite must read for those seeking a more balanced view than that typically proffered by China naysayers. It is chock full of insights.

0 of 0 people found the following review helpful. Well done book, but too general, i.e. Rein covered too much. By Andrew I like this book, and some of which I can readily identify with, having been in China in numerous trips. A few caveats though are in order. Shaun makes the case that "young Chinese women" are pampered, more than their 'western' sisters. I beg to differ. The examples Shaun took are of the major cities, and most of China's population is in the farming countryside. i.e. life in the country side is tough as nails although rapidly improving. I can well believe Shaun's other stories, but since I have been to Chongqing, and less financially endowed regions of China, than Shanghai and Beijing, I have viewed women issues very differently from Shaun. The rest of the book has exceptionally well done stories as to Shaun's experiences. While the stories are told with wit and verve, the criticism I have, is that Shaun has picked first rate examples, but not sufficiently developed their import. I do though on balance have to strongly recommend this volume, as a well done rebuttal against some of the trenchant horror stories in American media. It is a period piece, and for that reason I recommend it as a first person introduction to a rapidly modernizing country the USA will have much to do with in the 21st century. Shaun could have made a book out of each chapter. There is no doubt he could do just that as a follow up. One other thing, which I should mention. Shaun lives VERY well in PRC. I.e. my vantage point in China when I go into the country is one of a very ordinary person. Shaun does have a view point as to the movers and shakers of PRC, which I do not have. Hence our respective biases. I.e. most of the people whom I know are scientists in PRC, and although they at times are well provided for, there is a major world of difference between their perspectives, i.e. of often grinding hard work of research with verification of results a top priority (as it is in ANY country) as balanced against the expectations of the exceedingly wealthy. Shaun does touch upon another issue, that of the food quality issues in PRC. I for one have taken in medicine from America to PRC scientists in order to insure top grade medical treatment of members of their family. Shaun should in a future book explore the state of food and medical security, in PRC, and offer constructive suggestions as to its resolution. Final comment. I have never met a Chinese man/ woman of the great wealth status Shaun has remarked upon, in his CEO introductions. Most people of that sort would ignore me completely as not worth their time in PRC, and Shaun should in a future book give an introduction as to their respective influence in PRC, and their relative impact upon the Chinese economy. In writing all of this, I acknowledge the completely different spheres of life, Shaun and I have occupied in our stays in Chinese territory. Mine is of middle income scientists, and the universities, while Shaun is of the CEO elite. I suspect that the truth and the genesis of China's future prospects lies somewhere in between his views and mine, which although favorable, are not of the money making opportunities in PRC.

1 of 1 people found the following review helpful. A nuanced counterpoint By Yukuefumei With enough positive and negative reviews of this book already posted, I don't need to rehash what's already been said. However, one point bears repeating: for those who are looking to understand modern China, this book should be mandatory. Why mandatory? Not because it is the be-all and end-all of analysis on China. Not because it gets absolutely everything right. (Personally, I think his sections on the real estate market and corruption are far too prosaic. But who the heck am I?) But because it presents a foreign audience with a rare and valuable look into how the man-on-the-street (and woman-on-the-street, especially) in China conceives of their country, their economy, and their modern lifestyle. As with all complicated situations, the devil is in the details, and Shaun Rein has an expert command of the details. From his lucid explanation of the hierarchical dynamics within the government to grounded analyses of what rising wages means for manufacturing industries, this is an accessible but nuanced look at many of the most important issues that affect China today. For those who know a lot about China and have spent time on the ground with locals, a lot of what he says will not be newsworthy. The weight of the Cultural Revolution on the present. The sheer amount of fear and doubt in the minds of the average Chinese consumer when buying food. The value of this book is to make these fundamental truths about China clear to a lay reader. In doing so, the book is a success. Previous reviewers have said that the author tends to accept the party line (Party line) or the views of vested interests within Chinese society. Guess what? That's not a weakness at all. China is an enormous country with many competing interests, whose opinions about the country and its direction vary wildly. This book takes a nuanced and (mostly) internally consistent position. Obviously, it should be read in conjunction with other, more critical takes on modern China. But most importantly, it should be read.

ldquo;REIN MASTERFULLY CAPTURES WHERE [CONSUMERS] HAVE BEEN AND WHERE THEY DREAM OF GOING.rdqquo; mdash; FORTUNE PRAISE FOR THE END OF CHEAP CHINA ldquo; Brilliantly written.rdqquo; mdash; Financial Times ldquo; Rein combines elegant writing and methodical research. Years of working in China have given him access to important players. Incisive interviews with billionaires, business executives, government officials, and migrant workers guide the pulse of the narrative . . . essential reading.rdqquo; mdash; USA Today ldquo; Engaging. Full of vivid anecdotes from Chinese billionaires to senior party officials and even prostitutes. For any foreigners thinking about doing business in the Middle Kingdom, The End of Cheap China is a good place to start.rdqquo; mdash; Reuters ldquo; Must-read.rdqquo; mdash; Consulting Magazine ldquo; A lively read.rdqquo;

mdash;Straits Times ldquo;An inside look.rdquo; mdash;Industry Week ldquo;Compelling, engaging, informative.rdquo; mdash;The Cayman Islands Journal ldquo;Lively, well-written book.rdquo; mdash;South China Morning Post ldquo;Engaging, highly readable style with real-life examples from vast catalog of China research. For good measure, Rein wedded into Chinarsquo;s elite, marrying the granddaughter of 1980s Politburo chairman Marshal Ye Jianyingrdquo; mdash;Asia Times

From the Back Cover"REIN MASTERFULLY CAPTURES WHERE [CONSUMERS] HAVE BEEN AND WHERE THEY DREAM OF GOING." --"FORTUNE"PRAISE FOR THE END OF CHEAP CHINA"Brilliantly written." --"Financial Times""Rein combines elegant writing and methodical research. Years of working in China have given him access to important players. Incisive interviews with billionaires, business executives, government officials, and migrant workers guide the pulse of the narrative . . . essential reading." --"USA Today""Engaging. Full of vivid anecdotes from Chinese billionaires to senior party officials and even prostitutes. For any foreigners thinking about doing business in the Middle Kingdom, "The End of Cheap China" is a good place to start." --"Reuters""Must-read." --"Consulting Magazine""A lively read." --"Straits Times""An inside look." --"Industry Week""Compelling, engaging, informative." --"The Cayman Islands Journal""Lively, well-written book." --"South China Morning Post""Engaging, highly readable style with real-life examples from vast catalog of China research. For good measure, Rein wedded into China's elite, marrying the granddaughter of 1980s Politburo chairman Marshal Ye Jianying" --"Asia Times"About the AuthorSHAUN REIN is the founder and Managing Director of the China Market Research Group, a leading strategic market intelligence firm that advises Fortune 500 companies, private equity firms, and hedge funds about profiting in China. Millions read his weekly CNBC column on business in China. He regularly appears on Bloomberg TV, MSNBC, BBC, CNN, and NPR, and is often featured in The Wall Street Journal, the Financial Times, and the New York Times.