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Selling to China: A Guide to Doing Business in China for Small- And Medium-Sized Companies (Paperback)

By Stanley Chao

iUniverse, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The conventional wisdom that only large corporations can do business in China is a thing of the past. Small- and medium-sized businesses today enjoy the same opportunities in China once granted only to large, multinational conglomerates. In *Selling to China*, author Stanley Chao helps all businesses -learn effective ways to deal with Chinese businesspeople and private and state-owned companies; -analyze whether certain products or services are viable for the Chinese market; -understand the psyche of the Mao Generation Chinese who are now China's business owners, executives, and government leaders; and -develop low-cost, market-entry strategies Filled with clear, tangible steps and applicable personal anecdotes, *Selling to China* bridges the gap between Western and Chinese cultures, languages, and histories to help businesses enter the Chinese marketplace.

Reviews

It is fantastic and great. Sure, it is perform, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Conor Grant**

This type of book is every thing and made me seeking forward and more. It is amongst the most awesome publication we have go through. Its been developed in an exceptionally straightforward way and it is only soon after i finished reading this ebook by which actually altered me, alter the way i believe.

-- **Mrs. Serena Wunsch**