



China Entrepreneur: Voices of Experience from 40 Business Pioneers

By Juan Antonio Fernandez, Laurie Underwood

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, China Entrepreneur: Voices of Experience from 40 Business Pioneers, Juan Antonio Fernandez, Laurie Underwood, Launching a business in China? Give yourself a "second mover advantage." China-bound entrepreneurs and small business owners: learn from experienced China hands before you bring your business to the world's largest and most dynamic consumer market. Preparing to manage a small business in China, the world's largest, most dynamic consumer market? Hundreds of thousands of other international businesspeople are too, but only a small percentage of them will succeed in bringing their start-up dreams to life in the Middle Kingdom. Give yourself a huge head-start by learning directly from experienced China pioneers. CHINA ENTREPRENEURS delivers street-tested advice on launching, growing, and operating your own business in China. Authors Juan Antonio Fernandez, professor of Management at the China Europe International Business School, and Laurie Underwood, accomplished journalist and Director of External Communications at CEIBS, use their combined 26 years of China experience to interview 40 successful international entrepreneurs who have launched and built businesses in China. These entrepreneurs share their first-hand advice, anecdotes and best practices in tackling the key challenges of winning in the China...



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