

International Joint Ventures in China: Intercultural Problems. Management Process



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INTERNATIONAL JOINT VENTURES IN CHINA: INTERCULTURAL PROBLEMS. MANAGEMENT PROCESS



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VDM Verlag Dr. Mueller e.K., Germany, 2007. Paperback. Book Condition: New. 240 x 172 mm. Language: English . Brand New Book ***** Print on Demand *****.The exploding Chinese consumer market, which is set to match the United States as the world s largest in purchasing power parity by approximately 2020, is the hope for many western enterprises, elsewhere faced with low or zero growth. However, the greatest challenge for foreign entrants is setting up a business and operational model, because one of the oddities of the current regulatory environment is that foreign investors must seek permission from a joint venture (JV) partner. Although very little accurate information is available about Sino-Foreign JVs, there are many warnings about the problems that have to be faced in order to establish them. The present book describes not only the complete process of forming a Joint Venture in China, but offers also a comprehensive overview of several best practice cases on JVs in the Peoples Republic. The cultural issues which may interfere with joint venture success are subsequently identified and possible solutions suggested. Adding to the sparse literature on managing the day-to-day problems of sino-foreign JVs, heres how to interpret Chinese behaviour and avoid unintended offences - while making your core business a success.



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