



China Key Success Factors

Warren Liu

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China Key Success Factors by Warren Liu What do you need to succeed as a business in booming China? Since China started to open its doors in 1979 for foreign investments many companies, large and small, have entered the world's fastest growing economy. Some had success, some failed, others just did not do as well as their competitors. In his groundbreaking book, Warren Liu analyses very precisely eight industries and identifies what factors were key to their success in China. His book, praised by leading China business experts, identifies the changes in demographics, its natural resources, government and culture in a highly structured way. Warren Liu takes the chaotic process of getting access to the country, finding local partners, customers and resources and distills it into eleven key success factors. In a thorough analysis of China's economic past, he draws lessons for the future: what does it take to be successful as a business in China? The book analyzes the China track records of many major global players, including GE, IBM, Unilever, Procter&Gamble, KFC, McDonalds, Coca-Cola and many others who entered the China business battlefields. Key Success Factors covers the automobile industry, home appliances, PC industry, mobile phone industry, carbonated beverages, household and personal care, hypermarket and fast food. In an earlier best-seller, Warren Liu described "KFC in China, a recipe for success". Warren Liu has translated his extensive business experience in China and a passion for teaching into lecturing at select MBA programs within Greater China. His expertise includes best practices and pitfalls for Western companies entering or conducting business in China, China's business, cultural, social, historic and political context, China's economic reform and its domestic, regional and global impact, and the contrasts between Chinese and Western values and business practices. Published by Trombly International PO Box 295, Amherst, MA U.S.A. www.tromblyinternational.com for China Speakers Bureau ISBN x978-0-615-37306-5

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