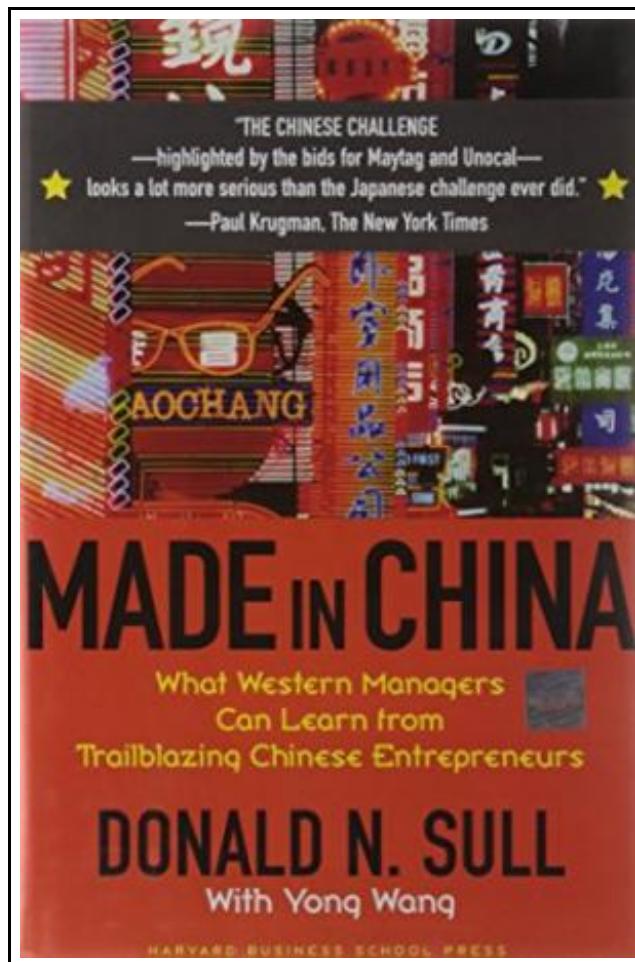


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(Prof. Buford Ziemann)

MADE IN CHINA: WHAT WESTERN MANAGERS CAN LEARN FROM TRAILBLAZING CHINESE ENTREPRENEURS



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Harvard Business Review Press, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Lessons from China's leading entrepreneurs on competing in unpredictable markets U. S. entrepreneurs from Bill Gates to Michael Dell have been studied and emulated by executives worldwide. Yet we know next to nothing about the pioneers who are reshaping the world's second largest economy: China. In the face of murky ownership structures, inconsistent access to capital, shifting industrial policy, and other obstacles, an elite few Chinese firms have thrived during the turbulence of the last decade. In *Made in China*, Donald N. Sull profiles eight of these formidable ventures to reveal the secrets behind their surprising success. Based on extensive research, including in-depth interviews and access to corporate archives, *Made in China* explores these entrepreneurs' winning strategies, from how they anticipate and maneuver through emerging threats and opportunities ('Sactive waiting'), to how they manage risks, to how they consistently out-execute rivals. Taken together, these principles represent a comprehensive model for managing in unpredictable environments worldwide. An insider's look at the playbook of some of the world's savviest and most resilient entrepreneurs, *Made in China* is essential reading for companies operating in China or in any volatile industry or market.

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