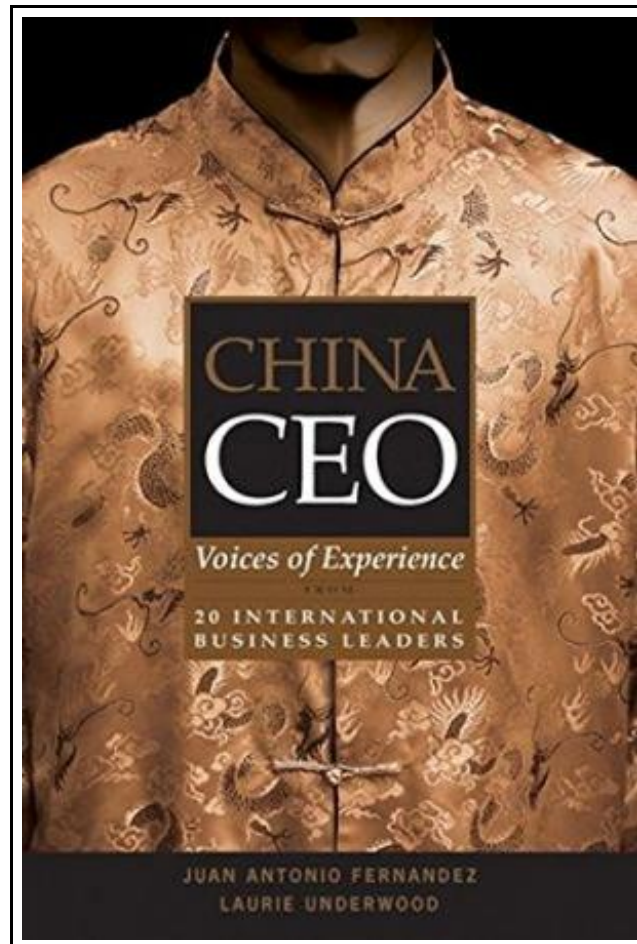


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Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: By the book Heading to China on business? Then it's worth considering the skills needed to manage business operations there, the secrets to forming successful joint ventures and business partnerships, and the best ways to manage employees on the mainland, where staff turnover is now at a record high. But that's not all both multinationals and aspiring entrepreneurs need to think about how they can attract China's fickle consumers, and how expatriates and their families can lead a satisfying life in the world's most populous country. Juan Antonio Fernandez, a professor at the China-Europe International Business School, and Laurie Underwood of the American Chamber of Commerce (AmCham) in Shanghai, have collaborated on a book offering a number of insightful answers to these pressing questions. **China CEO: Voices of Experience** is required reading for those ready to take the plunge. But instead of speaking from their own experiences, the authors have interviewed 20 top international executives working in China for Fortune 500 companies such as Airbus, Coca-Cola, General Motors, Microsoft, Sony and Unilever. The book was an instant hit in Southeast Asian bookstores, selling more than 10,000 copies since its release in late February. It was the March "Book of the Month" in Hong Kong, Singapore, Malaysia, Indonesia and Thailand. Last month, the book was released in the Chinese mainland, European and US markets. "While there are many excellent books on business in China, frequently the emphasis is on what can go wrong and how to avoid problems. Our focus, however, is what can be done not to go wrong and what to do to achieve success," says Fernandez. **China CEO** is full of such sound advice, such as "when selecting an executive for an...



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