
Description: The main theme of the book is the globalisation of China's markets and Chinese business management in the context of ongoing reform at home and the country's growing global economic role. The Globalisation of Chinese Business includes contributions relating to a wide range of manufacturing and service sectors, encompassing such areas as foreign investment, state and private enterprise, human resource management, consumer culture and advertising, financial markets and healthcare. Following an introduction by the editor there are four sections, the first focused on the globalisation of Chinese management and the second on the evolution of Chinese management. The remaining sections contain chapters on China's growing service sector, growing markets and competition, and healthcare system reform. An epilogue by the editor in the remaining section concludes.

- Covers a range of managerial issues relating to both manufacturing and services in China in the context of ongoing managerial reform
- Discusses the corporate strategies of both Chinese and foreign companies
- Examines the targeting of Chinese and global markets
- Details the globalisation of Chinese business management

Contents: Part 1 The globalization of Chinese business. Part 2 Law as a tool of China's globalization: The real leap forward: China's R&D and innovation strategy
The evolving Wenzhou district: Changing things so that the economy keeps going: Human resource management in Chinese companies
Transfer of human resource management practices in French multinational companies: Cases of French subsidiaries in China
Medium sized multinational firms' industrialization strategies in China. Part 3 Continuity and change in China's financial services sector
Effects of the global financial crisis on Shanghai's stock market: Implications for international investors
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