The China Factor. Leveraging Emerging Business Strategies to Compete, Grow, and Win in the New Global Economy

Description:

PRAISE FOR THE CHINA FACTOR

"The China Factor’s case studies and practical resources make this book a must-read for any corporation that wants to win globally, particularly as innovation is being redefined."
SIMON KHALAF, Senior Vice President, Yahoo Inc.

"Karam skillfully paints a colorful account of what it means to compete successfully against a new generation of competitors, as only someone with real, practicalexperience can."
ANTHONY R. VONSE, former Managing Director Sales, Emerging Africa, Cisco Systems

"A refreshing handbook for anyone interested in competing in the new global economy."
CALESTOUS JUMA, Harvard Kennedy School, Professor of the Practice of International Development

"I especially liked Karam's advice on using U.S. Government resources an often overlooked force multiplier for American businesses, and how best to leverage your own company's Government Affairs groups to succeed. This is a must-read!"
FRED SCHWIEN, former Executive Secretary of the U.S. Department of Commerce and Boeing Executive

"Amy Karam has done the business community a huge favor by making sense of many of the trends which are reshaping the global environment at a breathtaking rate, and then offering her thoughts on how to take advantage of the opportunities."
BRUCE PICKERING, Vice President Global Programs, Asia Society, Northern California

"The China Factor provides a new strategic framework and an essential set of marketing guidelines for Western companies that have to compete or partner with Chinese firms in OECD countries, China or emerging market countries."
DR. RAYMOND LEVITT, Kumagai Professor of Engineering, and Director, Global Projects Center, Stanford University

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Foreword by Ken Wilcox xi

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