



The China Strategy

Edward Tse

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China's hundreds of thousands of businessmen and women are driving the fastest sustained national economic growth rate of any country in world history, even in these troubled times. This makes China both one of the most important locations for new business opportunities and a key component in any global business plan. But no one book has presented the many confusing and intricate levels of the Chinese business environment: the intensity of consumers and businesses aspirations, the sometimes contradictory plans of the government, the contrasting environments of city and town, of coast and inland.

Here, for the first time, Booz China Managing Director Edward Tse parses the Chinese landscape, walking the reader through the Chinese business environment, the effects of Chinese economic power on worldwide business, and how the two mesh and interact. *The China Strategy* is the only book you'll need to do business in China, with China, or in competition against China.



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