



Business Decision Making in China

Huang Quanyu, Chen Tong, Joseph W Leonard

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Business Decision Making in China Huang Quanyu, Chen Tong, Joseph W Leonard Knowledgeable decision making not only saves you time, money, and effort, but also leads you to extra opportunities. Business Decision Making in China improves your business acumen by showing you who (in itals) is involved in business decision making, how (in itals) decisions have been made, what (in itals) the characteristics and strategies of Chinese decision making are, and why (in itals) decision making has followed certain patterns in China. Practitioners, consultants, and government officials who are involved in business with China as well as academicians researching or teaching about business in East Asia will find this book to be an invaluable resource. Business Decision Making in China introduces you to such subjects as Chinese organizational structures and relationships, tactics of decision making, and traditional Chinese culture. Other vital topics you learn about include:

- the pros and cons of joint venture enterprises in China
- the climate for foreign banks operating in China
- the importance of saving face
- the concept of "the golden mean"
- the unity of opposites (Yin-Yang)
- the 4 realms of Chinese managers' daily affairs
- modes of thinking (universality versus individuality, thinking in images, understanding abstract thoughts)
- the parallels between the 5 elements (metal, wood, water, fire, earth) and the 4 P's (product, price, promotion, place)As a guidebook for Chinese business, Business Decision Making in China addresses the broad and integrative discipline of decision making and helps Western business people (who have an entirely different set of patterns, styles, processes, philosophical thoughts, and tactics of decision making) to adapt to their Chinese business partners'or opponents'decision making. Since this book explains the profound process of Chinese decision making in uncomplicated terms and practical business experiences, readers will be able to apply their new knowledge to their long-range strategic planning, to skillfully solving their daily problems or questions, and to wisely avoiding losses from a multitude of potential pitfalls.



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