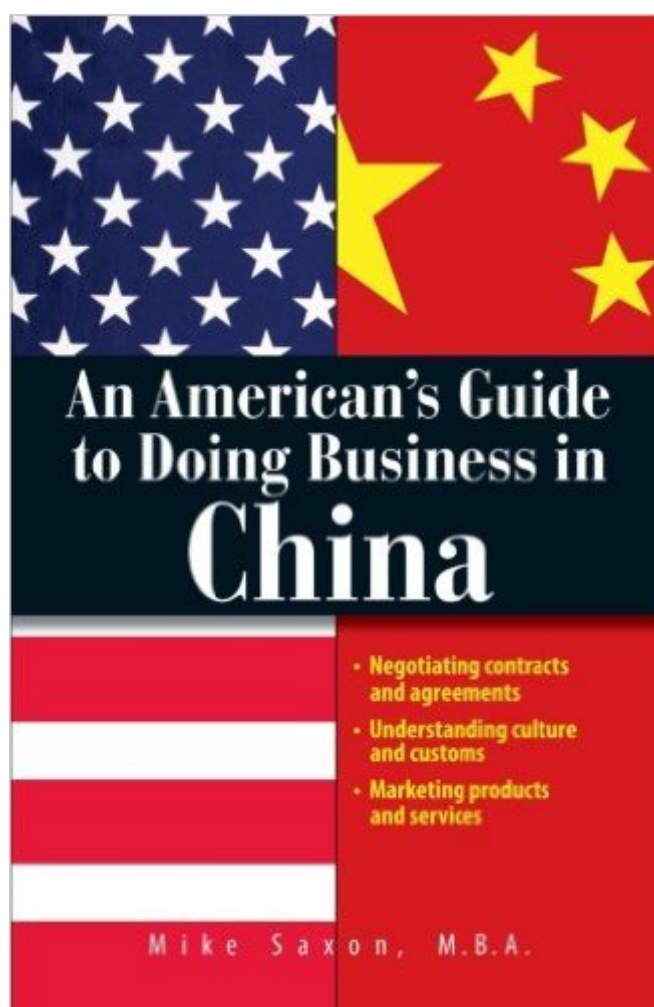


The book was found

An American's Guide To Doing Business In China: Negotiating Contracts And Agreements; Understanding Culture And Customs; Marketing Products And Services



Synopsis

China is the most rapidly growing economy in the world and almost every American business today wants a piece of it. While there are undeniable opportunities in the Chinese market there is also a great deal of hype--and very real political and cultural differences that make doing business in China extremely complex. An American's Guide to Doing Business in China is an authoritative and accessible guide on all aspects of doing business in China. Unlike other guides which focus heavily on theory, complex business models, and China's tumultuous history, An American's Guide to Doing Business in China concentrates on the issues most relevant to readers doing business with the Chinese on a day-to-day basis.

Book Information

Paperback: 256 pages

Publisher: Adams Media (October 30, 2006)

Language: English

ISBN-10: 1593377304

ISBN-13: 978-1593377304

Product Dimensions: 5.5 x 0.7 x 8.4 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 starsÂ Â See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #1,681,648 in Books (See Top 100 in Books) #176 inÂ Books > Business & Money > Accounting > International #1245 inÂ Books > Business & Money > Management & Leadership > Negotiating #5558 inÂ Books > Business & Money > International

Customer Reviews

Some of Mr. Saxon's insights are very interesting. He talks about negotiation methods, selecting a supplier, the need to have well-versed translators, and the ways to setup a local operation. However, he never goes into the details of these subjects. It's just a cursory explanation of the topic without examples, case studies or testimonials from other professionals. As other reviewers say, it just becomes a "Starbucks' Reading," without the details. The book is good for those traveling to China and want to learn how to use chopsticks, or want to know where to shop. He actually includes these topics in his book. Also, he gives facts and figures without footnoting where the information came from. Are these facts that Mr. Saxon calculated himself? Where did he get it? I understand that much of Mr. Saxon's comments are his opinion and I respect that, but he should backup what he says with examples or from professionals in that specific field. For example, he

comments that "Chinese is less precise." He uses the word "surprise" as his proof. In English, there are many words to express surprise, but "Chinese often combines common words for more precise meaning." I don't think Mr. Saxon is in position to comment about this? Does he speak Chinese? Did he consult a linguist? He should back his comments with other testimonials. This is the main problem with the book. I work for a consulting company that assists foreign businesses in their China and Japan strategies so I'm looking for good books that help us. Mr. Saxon's comments just doesn't do that for us. Infact, many of his comments trivializes the difficulties of doing business in China. He writes about how it's important to use chopsticks when dining with Chinese businesspeople.

[Download to continue reading...](#)

An American's Guide To Doing Business In China: Negotiating Contracts And Agreements; Understanding Culture and Customs; Marketing Products and Services The Tech Contracts Handbook: Cloud Computing Agreements, Software Licenses, and Other IT Contracts for Lawyers and Businesspeople Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services The Four Agreements Companion Book: Using the Four Agreements to Master the Dream of Your Life (Toltec Wisdom) Smart Contracts: How to Use Blockchain Smart Contracts for Cryptocurrency Exchange Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire) Getting to We: Negotiating Agreements for Highly Collaborative Relationships FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Understanding JCT Standard Building Contracts (Understanding Construction) Cuba - Culture Smart!: The Essential Guide to Customs & Culture Egypt - Culture Smart!: The Essential Guide to Customs & Culture Switzerland - Culture Smart!: The Essential Guide to Customs & Culture Guatemala - Culture Smart!: The Essential Guide to Customs & Culture Italy - Culture Smart!: the essential guide to customs & culture Peru - Culture Smart!: The Essential Guide to Customs &

Culture Japan - Culture Smart!: The Essential Guide to Customs & Culture

[Dmca](#)