



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

Mike Saxon

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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.

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