



The Chinese Way in Business: The Secrets of Successful Business Dealings in China

Boyé Lafayette De Mente

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This book is a comprehensive, expert guide to doing business in China

Western technology, management expertise and capital have fueled an incredible expansion of China's economy. Trade with China is at an all time high and so are the numbers of Westerners travelling to China for business. Business from China has also picked up as Chinese firms look to expand abroad. Understanding the ins and outs of the confusing and often contradictory Chinese business culture can lend an enormous advantage. *The Chinese Way in Business* is an invaluable tool that teaches Westerners the basic Chinese philosophy of doing business and how to cultivate strong personal relationships with Chinese business people and Chinese nationals.

The author, Boyé Lafayette De Mente worked in Asia for over thirty years as a journalist and business consultant and has long been considered an authority on East Asian business. In this book, he reveals the historical factors, collective traits and individual qualities that determine how the Chinese do business today, and the direction their economy will take in the future. His is a true insider's view—whether the topic is the legal framework for business development, or the importance of social relationships to successful business dealings in China.

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