



Business Insights: China: Practical Advice on Operational Strategy and Risk Management

Jonathan Reuvid

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Increasingly open to foreign investment and with a burgeoning consumer market, China represents an enormous commercial opportunity - but how can businesses succeed? *Business Insights: China* gives you an overview of the corporate business achievements already made in China and a comprehensive guide to the opportunities available for other businesses, wherever they are in the world.

Based on the real-life experiences of, and lessons learned by, companies who have moved into the Chinese business arena, the book highlights the successes and failures of operating in such a challenging market. With practical advice and many comprehensive case studies, *Business Insights: China* offers invaluable assistance for anyone looking to initiate or develop their business activities in China.

From the consultant editor of *Managing Business Risk* (also published by Kogan Page) this second edition of *Business Insights: China* includes a significant focus on risk management, providing a detailed examination of the unique challenges facing anyone establishing or developing a business in one of the world's most dynamic markets.

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