

<<闯进富豪圈的女人>>

图书基本信息

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### 内容概要

How do Chinese women establish their own identity and demonstrate their social value in today's highly competitive and complex society? This book has some answers to this question. Fourteen women entrepreneurs tell their stories of success, and the management skills and character they rely on to lead an industry. Men still dominate many of these industries and it may seem necessary, in order to compete with them, for women to be as aggressive, canny and authoritarian. Within such a corporate culture, however, women are using their own strengths and finding great success and support from both inside the workplace and with clients and consumers. As the same time, they won support from their husband, together raised children, and took care of family matters as required by traditional Chinese culture.

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作者简介

Dong Shaopeng, deputy editor in chief of Securities Daily. He was deputy editor in chief of International Finance News, and served as distinguished expert with China Central Television, China National Radio, Phoenix TV, among others. He has published many comments and books including Strategies on Chinese Market and Stock Trading, Great Opportunities in Chinese Stock Market, Cybercitizens and the Internet in China.

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章节摘录

版权页：插图：After much investigation and thought, Lei Jufang first chose the plaster for theumatic diseases and injuries as the main direction of initial research and production. Cheezheng Balm Patch, the first industrial item produced by the Cheezheng Tibetan Medicine was launched on the market with the help of the leading authority in Tibetan medicine, Chadrel Rinpoche and others. The small patch of plaster has become a hallmark of the modernization of Tibetan medicine. It is called by experts as a major revolution in the development of Chinese medicinal patches. Today, Lei Jufang and her team continue their modern research and development of Tibetan medicine. According to Lei Jufang's introduction, about three to five percent of the annual sales of Cheezheng are invested in R&D and innovation of manufacturing process. She says if Tibetan medicine had a few hundred million of dollars of investment, it could compete with Western medicine. Now, many Western pharmaceutical companies have realized the value of Tibetan medicine, and have come to China to set up R&D centers. However, the development of Tibetan medicine using Western methods can only be carried out in a few fields, such as the extraction of active ingredients. Progress is difficult in the field of compound prescriptions.

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