

<<赢之道>>

图书基本信息

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前言

It is often said that each and every foreign enterprise in China has made a contribution in one way or another to the success of the country's economic reforms in the past 30 years. They have, indeed, all played a key role in driving the rapid pace of industrialization, which has brought unprecedented prosperity in its wake. Vastly improved living standards have created a strong demand for goods and services, which, in turn, has brought unmatched opportunities for many multinational companies to make sound profits, part of which has undoubtedly been reinvested in research and development for better products and services. This has produced many star performers in their respective industries and international organizations. Each of these companies has a fascinating tale to tell, and some of them were generous enough to share their experience with readers of China Daily. The adventures of these corporate pioneers in China, as told by their CEOs, were documented in a series that ran in Business Week, published by and distributed with China Daily every Monday.<sup>2</sup>

## 内容概要

Since China embraced the epic reform and opening-up policies in 1978, foreign companies have flocked to this market with the greatest potential in the world. Some came to manufacture, either on their own or in the form of joint ventures with domestic enterprises: others came to sell their products, and, in some cases, helped create markets that did not exist before. Each of them has made a great contribution in one way or another to the country's economic growth. Executives from some of the world's largest companies and international organizations were generous enough to share with us their fascinating stories of working and winning in China, which resulted in this book offering an exciting and informative reading experience.

## 作者简介

Zhu Ling has been editor-in-chief of China Daily, the only national English-language newspaper in China, since October 2004. The articles featured in this book were written by some of the most experienced business journalists in the country. These reporters have been tracking China's spiralling economy for years, writing on such topics as multinational companies, real estate, the development of the Chinese stock market, government reforms, State-owned enterprises, and the rapid rise of local private businesses as well as entrepreneurs. Many of their stories have already been carried by various news agencies and wire services, helping people around the world develop a better understanding of China and helping business executives formulate strategies and plans to succeed in the world's most dynamic market.

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In the past 30 year reform and open policy process , some Multinational corporations entered the Chinese market one after another , some international economics and trade organization also successively participated in Chinas economic development , to accelerate the Chinese industrialization advancement , the impetus society to make the very big contribution prosperously. In this book , some Multinational corporations and international economics and trade organizations Gao Guan spoke freely about that their testimony and participates in the Chinas economic reforms processing the feeling becoming aware , shared them together with us to the Chinese market and the economic prospect understanding as well as the unique development strategy.

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