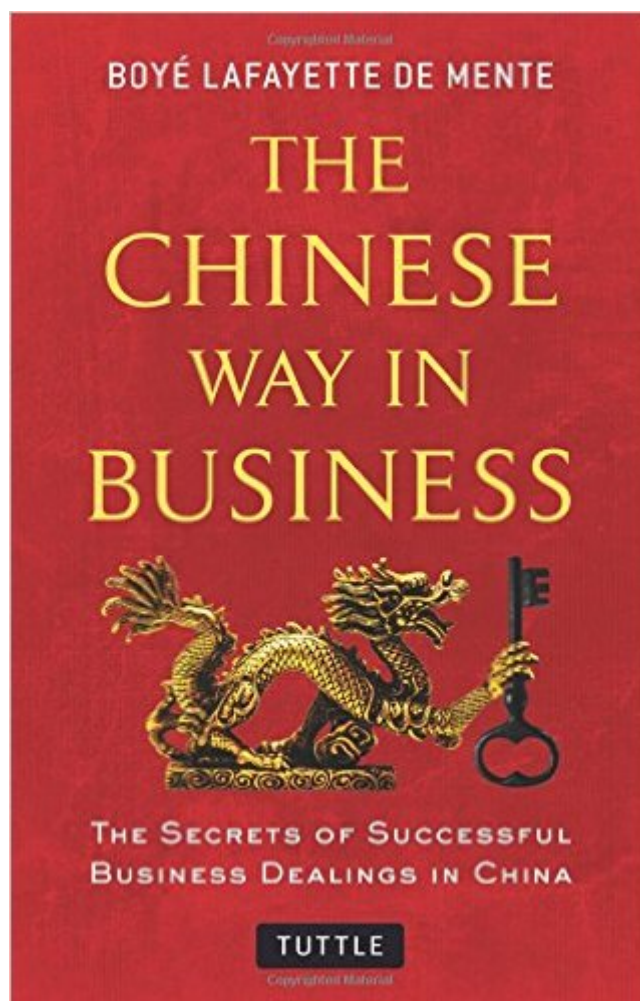


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# The Chinese Way In Business: Secrets Of Successful Business Dealings In China



## Synopsis

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, Boye 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. This 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. The book is broken into ten key parts: Introduction: The Land and the People—includes an overview of Chinese ethnicity and the languages of China Part One: Return of the Central Kingdom—an extensive overview of recent events and new technologies in China Part Two: The Historical Perspective—Chinese philosophy and the Chinese mindset from antiquity to modern times Part Three: Doing Business in China—A detailed analysis of the nuts and bolts of Chinese Business Part Four: Key Concepts in Chinese Business—Concepts native to China such as Guanxi (relationships) that drive Chinese business practice Part Five: Additional Business Vocabulary Part Six: Glossary of Useful Terms—designed for quick referencing Part Seven: Internet Gateways to China—An overview of the dynamic online world in China Part Eight: Miscellaneous Information—contains information about English Language Publications and Weather Patterns Part Nine: Learning Some New Skills—Classical Chinese techniques which might benefit Western business people

## Book Information

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## Customer Reviews

I was attracted by the title and the introduction, and then I bought the book. Since I am interested in the business issues, I thought the book would provide a different view point, and well, it did, but not quite as much as I expected. Also, the opinions are not strongly supported by real life examples, so they are so not very convincing. From a cultural perspective, I assume the author is not very familiar with Chinese, and the explanation of some Chinese phrases is somehow misleading. For example, the Budan Xin, which the author regards it as an expression of sincerity, is not well understood, at least to me as a native Chinese speaker. Thus, I may recommend this book to the non-Chinese, who show interest in Chinese business way and its culture. Not a recommended book for native Chinese.

for my adult son who does travel to China on business from time to time. I didn't want to insult him by giving him a 'how to' book on something he already has done. His response was that he knew about half the stuff in there and learned the other half. Actually for someone who has everything, is a guy, and is very difficult to buy (affordable) gifts for, this was a hit. I compared all the books on the subject and wanted to get something up to date. I could tell he liked it from his 'thank you.'

Demente is an old hand at explaining the intricacies of the exotic cultures of the East to a Western audience in simple and easy to follow language. I worked for 20 years for a Japanese company and whatever successes I had there were a direct result of following Boye's advice. Now that the focus of everybody's interest is on the culture of China I am sure that this book will become an enormously useful handbook for Westerners needing to interface with Chinese companies.

As in most all of Boye Lafayette De Mente's books, *The Chinese Way in Business* offers a clear, concise guide to what one will encounter in another culture and how to overcome cultural barriers. He gives a good overview and history of why Chinese culture values certain traits and how they

have a bearing on Chinese business practices. A must-read for those doing or planning to do business in China! I also recommend his book *Kata: The Key to Understanding and Dealing with the Japanese!*

As with all other books by this author, I found this insightful and easy to read! Recommend to all who wish to broaden their horizons.

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