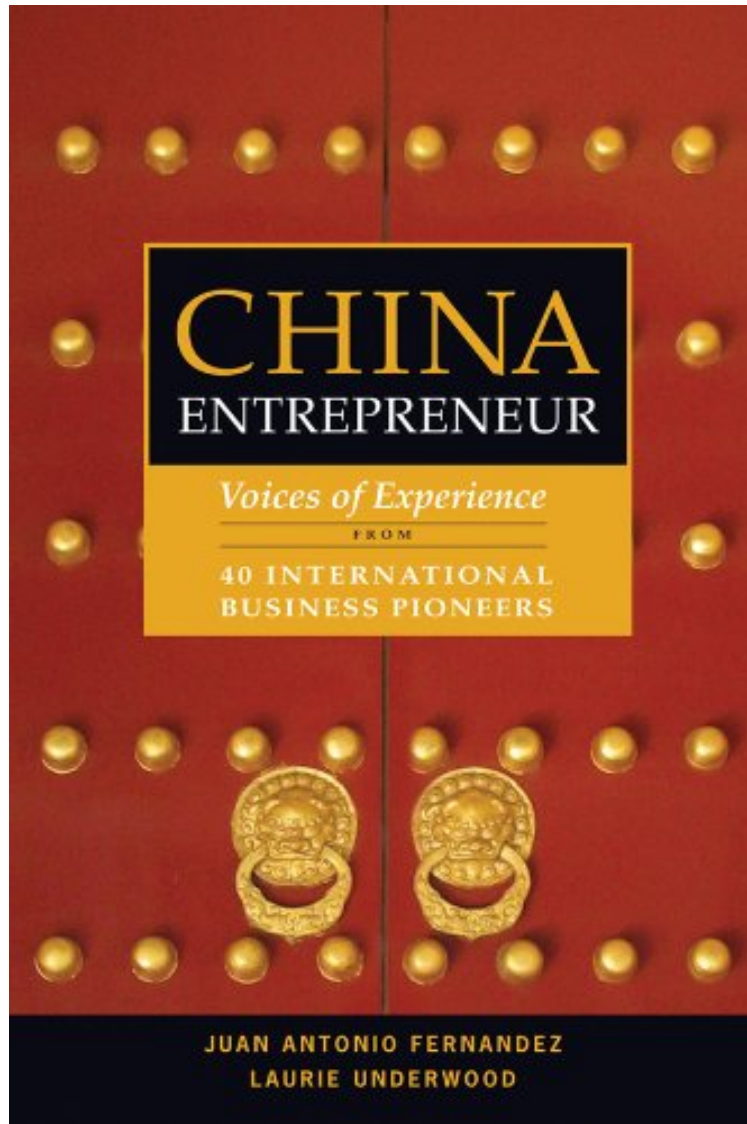


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China Entrepreneur: Voices of Experience from 40 International Business Pioneers

Juan Antonio Fernandez, Laurie Underwood
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Juan Antonio Fernandez, Laurie Underwood : China Entrepreneur: Voices of Experience from 40 International Business Pioneers before purchasing it in order to gauge whether or not it would be worth my time, and all praised China Entrepreneur: Voices of Experience from 40 International Business Pioneers:

0 of 1 people found the following review helpful. A must read for doing business in China By David A. Enterline This is as good a book on doing business in China as I've read, partly because it's an easy read and partly because it's easy to find the main points (in margins and end of chapter summaries), but mostly because the authors and their

interviewees really hit on key points very succinctly. The focus is on, and to help, small entrepreneurs and start-up businesses but the information will apply to almost any business situation at most levels. CEO's of multinational companies may have leverage and clout with their corporate and government peers, but they will need to know what is going on at the local grass roots level. These are integral need to know basics for doing business with China business people. -- an old China Hand of 0 people found the following review helpful. Five Stars By Craig S Good price, on time delivery. Great book. 1 of 3 people found the following review helpful. A must read for (future) entrepreneurs in China By Marc van der Chijs After publishing China CEO in 2006, CEIBS professor Juan Antonio Fernandez and Laurie Underwood managed to write an even better book about doing business in China. For this book they interviewed 40 international entrepreneurs in China (full disclosure, I am also featured in it), capturing their insights and experiences about how to successfully set up and run a business in China. I am quite impressed with the result and spent several hours today reading the book. The 40 entrepreneurs that the authors talked to for the book come from 25 countries, so the book offers a truly international perspective on entrepreneurship in China. It is not a book with 40 separate interviews, which would have been boring, but the experiences of the entrepreneurs are neatly woven into the structure of the book, which makes for an interesting and highly entertaining read. As the book says, every single entrepreneur has met trouble somewhere during their China experiences and many of these problems (including how they solved them) are in the book. Some in the form of short case studies, others in the text itself. Although the book is well-researched scientific book, it is quite easy to read. For me it was even a fun read, because of all the real-life examples that are in the book, many of which I recognize from my own experiences. Next to that many pages contain useful short quotes by the entrepreneurs in the margins and the most valuable tips for potential future China entrepreneurs are highlighted there as well. The book is divided into several chapters, each describing a particular aspect of doing business here. Among the subjects covered in the book are: - Getting started: understanding the business environment and dealing with the Chinese government - Obtaining a business license and choosing the right legal form - Choosing the right Chinese business partner - Getting paid by customers - Human Resource Challenges - Ethics and Corruption - Business negotiations The book also has a chapter on living in China (hardships, hurdles and work-life balance) and a chapter to find out what traits are necessary in order to set up a business in China. It's a book about blood, sweat and tears, but also how these can lead to big successes. Nothing is easy in China but everything is possible. I found it a great read and I highly recommend it to anybody who plans to do business in China. If you plan to be, or already are, an entrepreneur or if you are working as an expat in this country, this is a book you will learn a lot from. Not everything may be applicable, but it prepares you for the worst and also shows you that there are almost always solutions for everything in China.

Launching a business in China? Give yourself a "second mover advantage." China-bound entrepreneurs and small business owners: learn from experienced China hands before you bring your business to the world's largest and most dynamic consumer market. Preparing to manage a small business in China, the world's largest, most dynamic consumer market? Hundreds of thousands of other international businesspeople are too, but only a small percentage of them will succeed in bringing their start-up dreams to life in the Middle Kingdom. Give yourself a huge head-start by learning directly from experienced China pioneers. CHINA ENTREPRENEURS delivers street-tested advice on launching, growing, and operating your own business in China. Authors Juan Antonio Fernandez, professor of Management at the China Europe International Business School, and Laurie Underwood, accomplished journalist and Director of External Communications at CEIBS, use their combined 26 years of China experience to interview 40 successful international entrepreneurs who have launched and built businesses in China. These entrepreneurs share their first-hand advice, anecdotes and best practices in tackling the key challenges of winning in the China market, from negotiating with government and winning necessary start-up approvals, to hiring and keeping the right staff, to collecting payments and to safeguarding intellectual property. In addition, the experiences of the entrepreneurs will be juxtaposed against insights from experienced China consultants who assist start-ups in operating in China. Thus the book will balance extensive, on-the-ground business advice against the insights of consultants who have risen to prominence in the China business environment by advising SME business operators on succeeding in China.

The Economist review lauded the authors as having written a book that is "well organized and clear, with summaries, case studies, call-outs and key rules providing effective aids for the impatient reader"; heralding it as an operational handbook for the newcomer to China, the review declared that "China Entrepreneur will save intended users time, money and many of the frustrations suffered by those who went before them." (Economist.com, April 16, 2009) About the Author Juan Antonio Fernandez is currently a Professor at China Europe International Business School (www.CEIBS.edu) in Shanghai. Prof. Fernandez earned his Ph.D. from IESE (Spain) in 1997. He is frequently invited to give presentations on how to manage business enterprises in China and has clients in China, South Korea, Japan, Spain, Italy, France and the UK. His work has been published in Harvard Business (Spain), Business Week-China, Organizational Dynamics, Business Strategy, and the Asian Case Research Journal. He has written three books. The first one, China CEO published by John Wiley Sons, is based on interviews

with 20 CEOs of multinationals in China. His second book, China's State Owned Enterprise Reforms: An Industrial and CEO Approach, was published by Routledge, UK. The Third book China CEO: A Case Guide was published by John Wiley Sons. Laurie Underwood has worked as a business journalist, editor, and writer in greater China since 1990. She spent 11 years covering business, news, politics, and social issues in Taiwan for media groups including Economist Intelligence Unit, AsiaWeek, and ICRT radio station. In 2001, she relocated to Shanghai following a wave of business interest in China's fastest developing commercial center. After receiving her Masters in Business Administration from the China Europe Business School (CEIBS) in Shanghai in 2003 (now ranked 11th worldwide for its MBA Programme by the Financial Times), she became Communications Director for the American Chamber of Commerce in Shanghai, which is the largest AmCham in the world. In 2006, she authored China CEO, Voices of Experience from 20 International Business Leaders, published by John Wiley Sons. Since the release of China CEO, she has given numerous talks on doing business in China to business associations, TV and print media in her native US as well as in China and Southeast Asia. Laurie now works as Director of External Communications Development for CEIBS. When not working, she spends her free time distance running or studying languages (now learning Nepali) and Latin dance.