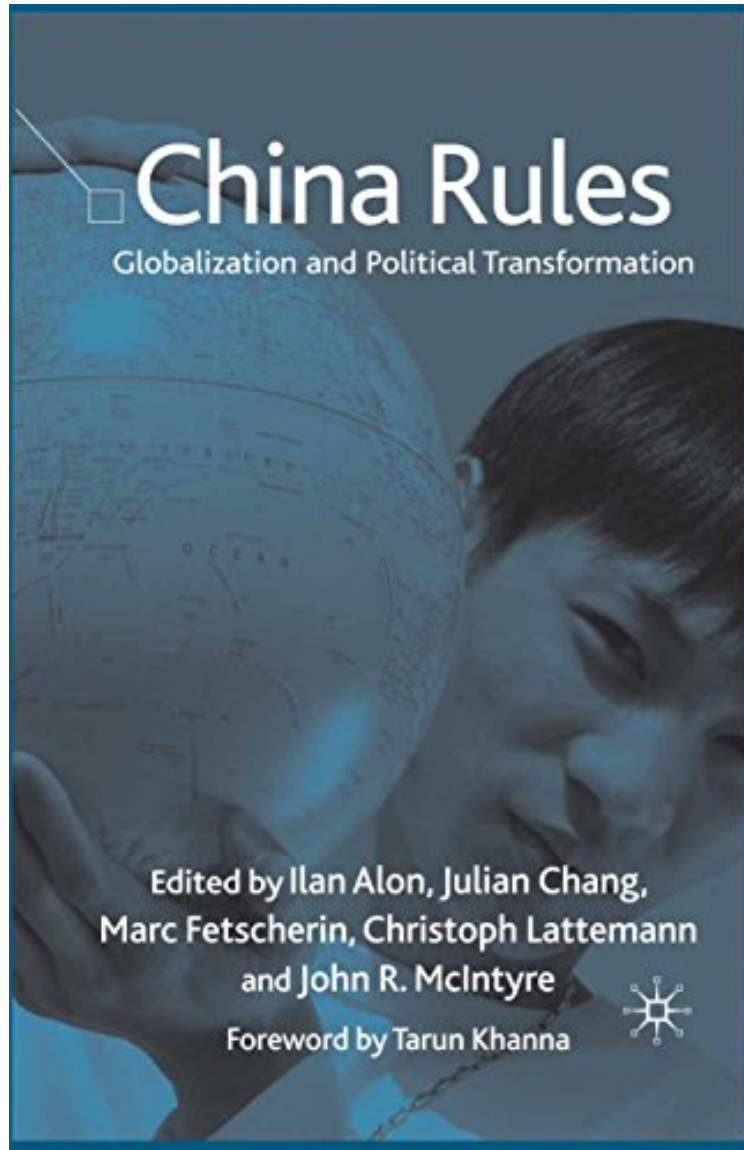


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China Rules: Globalization and Political Transformation

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people found the following review helpful. Excellent Background -By Loyd Eskildson"China Rules" is a collection of papers dealing with the political economy of China and how it is 'racing to the future;' it also covers the internationalization of Chinese commerce, with examples in auto parts and telecommunications. Editor Alon points out that accepting the possibility that a socialist/communist system could possibly turn into an incubator for capitalist dynamics rivaling those of free market economies is as difficult for vested interests in the U.S. to comprehend as it is to conceive that non-democratic rule of China has worked perhaps better than democracy could have. Meanwhile, U.S. soft power declines and China's 'charm offense' accelerates the trend. Governments at all levels in China have been transformed from mere regulators into advocates of local and national enterprises. "Lifeblood" industries (automotive, oil and petrochemicals, aviation and aerospace, pharmaceuticals, construction) are significantly controlled by Beijing; other state-owned-enterprises (SOEs) are government-controlled only to the extent they are part of its overall economic growth objective, and for that purpose.China is the largest outward FDI investor (cumulative \$90.6 billion, as of 2006) of developing nations. Purposes include learning to establish brands, learning marketing, diversifying, reducing protectionism threats, obtaining scarce resources. Conversely, China has taken in \$650 billion in FDI since 1978.Lenovo is 27% owned by the government. It acquired IBM's former PC division in 2005 for \$1.75 billion and by 2009 was the 4th largest PC vendor in the world. It makes desktops, laptops, monitors, projectors, and servers.Galanz is the world's largest microwave producer. It originally traded in duck feathers; in 1993 it made a deal with Toshiba for microwave technology and now makes about 15 million/year (40% of the world market), has 600 patents of its own, and recently expanded into air conditioners.Haier is the 4th-largest producer of white-goods in the world - air conditioners, refrigerators, washers/dryers, and wine coolers. It is partially owned by the Chinese government. Sales primarily go to Wal-Mart, Lowe's, Best Buy, Home Depot, Office Depot, Target, Sam's Costco, and Sears. Its bid to buy Maytag was narrowly beat by Whirlpool.

The development of the Chinese MNC is a new feature of globalization, one that will undoubtedly change the world. Why Chinese firms internationalize, how they do so, and what the impact of their internationalization on developed markets will be are the foci of this book.

"The key to understanding China's future is to understand its present and appreciate its past. China is going global, and we would be well-advised to pay attention. The essays in 'China Rules' portray a nation in flux, still trying to find its appropriate role on the world stage and they give us vital information on our own roles as well." - Claudio Feser, Director, McKinsey Company, Inc. There are many books on China. What distinguishes this text is that it draws on the intellectual efforts of a broad assembly of scholars to offer a penetrating analysis of a salient China-related competitive strategy issue: the shape of global competition to come. It deals with the internationalization of Chinese firms, their institutional environments, their strategies, alliances and other paradigms. It is not light reading but it is a valuable component of the book collection of serious China-business scholars. - David McHardy Reid PhD, Professor of Global Business Strategy, Albers School of Business and Economics, Seattle University As part of a serious and valuable effort to explore 'China going global,' this timely book collects rich information and enlightening analyses on China's epic entry into the global market and the profound impact of that process on the world and on China itself. The many authors from around the world gathered here offer a great deal about the internationalization of Chinese enterprises and business practices as well as the emerging Chinese rules and activities that the world is increasingly reckoning with. - Fei-Ling Wang, Professor of International Affairs, Georgia Institute of Technology '...recommended to readers who are interested in China's political economy and policies...Scholars and policy makers who intend to have comprehensive analyses of the institutional framework for trade and investment in and out China will find this book very beneficial.' - Chinese Management Studies '...the book is one which anyone drawn to the 'China challenge' or simply fascinated by the 'China story' would find well worth reading.' - Asia Pacific WorldAbout the AuthorJohn R. McIntyre, Ph. D. is the founding Director of the Georgia Institute of Technology CIBER , Professor of Management (Strategy Area) in the College of Management with a courtesy appointment in International Relations in the Georgia Tech's Sam Nunn School of International Affairs. He received his graduate education at Northeastern University, completing his Ph.D. at the University of Georgia. Prior to joining Georgia Tech in September 1981, he was Research Associate for International Management at the Dean Rusk Center of the University of Georgia Law School. He has published in journals such as Technology and Society, Public Administration Quarterly, International Management , Defence Analysis, Studies in Comparative and International Development, The Journal of European Marketing, Politique Internationale, International Executive, International Trade Journal, among others.