



The China Management Handbook

A Comprehensive Question and Answer Guide to
the World's Most Important Emerging Market

Christine Boos, Engelbert Boos, Frank Sieren



With China's accession to the WTO in Spring 2002 it is essential that Western investors and business people get an effective 'tool kit' which enables them to succeed in the highly competitive Chinese market and to deal with the issues and changes that the WTO will bring.

As a guide for western investors this book gives the answer to the 100 most crucial questions on operating or restructuring business in China. The question and answer format allows the reader to rapidly select information for a specific situation.

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Contents

- China's Economic and Political Prospects in the 21st Century
- What kind of Strategic and Organisational Issues have to be Taken into Consideration?
- Which are the Most Relevant Issues in Recruitment of Personnel?
- What is Important in Personnel Development?
- How do I get Reliable Market Information?
- How do I Plan a Successful Marketing Campaign in China?
- How do I Create a Strong Sales Concept?
- Which are the Most Relevant Production Related Issues?
- What are the Most Crucial Financing Related Issues?
- How can I Restructure my Business in China?

Author Biographies:

CHRISTINE BOOS has worked for many years as a Senior Consultant in China, built up a Corporate Management Institute in Beijing and was a Professor at the China-USA Business University. She is Managing Partner at The China Management Network Ltd. – CMN.

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FRANK SIEREN has been the China Correspondent for *Wirtschaftswoche* (The German Business Weekly) since 1997.

Reviews:

'A practical guide to investing and operating in the People's Republic, the China Management Handbook shows an in-depth understanding of the wide range of issues facing China and foreign investors in China. The question and answer format of the book is truly unique, and the analysis offered is both pragmatic and realistic. This book is a must read for anyone interested in the Chinese market.
- **Michael Furst**, Managing Director, American Chamber of Commerce, Beijing

'This book helps managers not only to make money and be successful but it also helps integrate China and the West by pointing out social and economic differences and pragmatic ways to overcome them together in everyday business.'

- **Chris Patten**, External Relations Commissioner, European Union, and last British Governor to Hong Kong

'This book gives a practically useful framework for managers with responsibilities in China. In a straightforward way it manages to provide a comprehensive checklist of the common questions that practitioners need to deal with. A good manual for practitioners taking on the China challenge.'

- **Wilfried R. Vanhonacker**, Professor, Hong Kong University of Science and Technology

'This is a thoroughly comprehensive guide to doing business in China. A careful reading of the various suggestions and recommendations will help managers avoid many unnecessary mistakes and will provide a variety of ideas for success.'

- **Willem P. Burgers**, Philips Marketing Chair Professor, China Europe International Business School, Shanghai

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