



# The Globalization of Chinese Companies: Strategies for Conquering International Markets

*Arthur Yeung, Katherine Xin, Waldemar Pfoertsch, Shengjun Liu*

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**China business experts analyze the next wave of Chinese corporate giants as they emerge into the global marketplace**

The rise of China and its major corporations will be a key economic development in this century. Even as leading Chinese firms show their muscle through ambitious acquisitions of firms like Thinkpad and RCA, many western investors and business leaders know little or nothing about them. This book looks at the rise of Chinese firms, who they are, how they'll change the global competitive landscape, their strengths and weaknesses, and how established western firms might meet the challenges and opportunities this trend presents.

Throughout the book, the authors examine and highlight the major differences between Chinese and western firms, particularly differences related to corporate leadership and organizational structure, how and why they choose M&A targets, global workforces, and political issues like unionization.

- A comprehensive, expert examination of emerging Chinese global corporations and how they will affect the global economy
- Ideal for investors and executives of western companies
- Written by a team of top China business experts and curated by the editor of the Chinese edition of the *Harvard Business Review*

For anyone who wants to understand the future of Chinese companies and the opportunities and challenges their global emergence will present, *The Globalization of Chinese Companies* offers comprehensive, expert insight.

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