

Book information



Lutz Kaufmann, Dirk Panhans, Boney Poovan, Benedikt Sobotka

China Champions

How German companies can successfully integrate China into their global strategies

2005, 221 pages hardcover, in English, EUR 43.90, ISBN 3-938877-00-6

China Champions is a management guidebook about international expansion strategies of foreign companies in China. How can German companies in China find the right strategic posture to surmount trade and investment barriers while exploiting the specific aces of international expansion offered by China? What operational success factors help to address the Chinese day-to-day business? Finding answers to these questions was the ambitious goal of the Asia Center at WHU – Otto Beisheim School of Management in cooperation with the German Chamber of Commerce in China (gic) and the China Europe International Business School (CEIBS), the highest ranked business school in Asia. More than 50 chief executives contributed their insights on the strategic orientation of their affiliates and operational success factors of doing business in China.

"Nowadays, nobody can afford to simply ignore China. Yet even more important than just to have a mere market presence is to have a clear strategy behind it. China Champions is right on the mark about possible strategic dimensions and future developments in China. It is a must-read for everyone interested in China, businessmen, politicians, and scientists."

Jörg Wuttke, Chief Representative BASF China and former President of the German Chamber of Commerce in China

"This book shows how important fundamental management principles are to be successful in China: a clear-cut market analysis, the explicit definition of a sustain-able competitive advantage, long-term CEO support, a strong brand image, and the retention of a first-class Chinese workforce."

Dr. Boris Gorella, President of Degussa Asia Pacific, Business Unit Admixture Systems

"China Champions contains a precise description of the evolution Chinese affiliates went through; and that for such diverse sectors as the pharmaceutical, chemical, automotive, machinery and electronics industries. I can highly recommend this book to everyone who is interested in the Chinese market and who is pondering the future role of Chinese affiliates within corporate structures."

Jürgen Lauterbach, Executive Vice President of Fresenius Kabi Asia Pacific



Please send me _____ copies of the book **China Champions**, 2005, 221 pages hardcover, in English, EUR 43.90, ISBN 3-938877-00-6.

Name

Company

Street (please no post-office box)

Zipcode, city

Date, Signature