

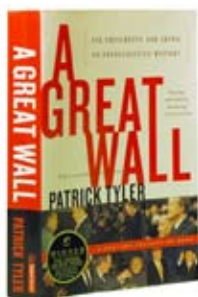


## The Virtual Anthology of the Best China Business Books

We have selected chapters from a variety of the best recent books about China to create an anthology that covers a spectrum of opportunities and challenges. Some books concentrate on business, others on the social fabric. It is essential to study both in order to understand your Chinese colleagues

We are fortunate to get the authors' permission to choose particular chapters; normally only the first chapter is available for this sort of project. Please note that everything here is the intellectual property of the copyright owners. Any reproduction, distribution or any other use may only be done with their express written consent.

The chapters are presented in reverse alphabetical order by author. Click on the book cover to read the excerpt; click on the author's name for more information.



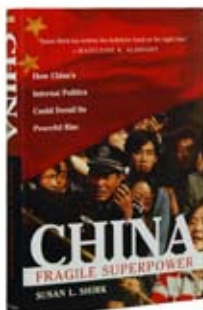
### [\*A Great Wall\*](#) by [Patrick Tyler](#)

*A Great Wall* has become a classic, examining the history of American and Chinese relations through the lens of six American presidencies. It begins with a helpful "Cast of Characters." Patrick Tyler is also allowing us to use his chapter on Richard Nixon's opening to China in the early 1970s.



### [\*Explaining Guanxi\*](#) by [Dr. Ying Lun So](#) and [Anthony Walker](#)

Guanxi is the traditional way of doing business in China. Although westerners often simplify it to mean "relationships," it is much more than that; it is an entire system of transacting business. Guanxi has many layers of meaning, as the authors explain in the title chapter.



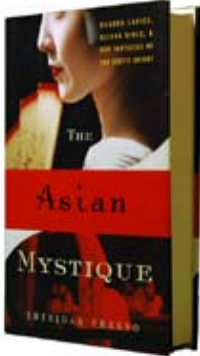
### [\*China: Fragile Superpower\*](#) by [Dr. Susan L. Shirk](#)

Susan Shirk knows many of China's leaders personally. Her chapter on "*China's Economic Miracle*" begins with her first visit in 1971—she was one of the few Americans allowed in "Red China" prior to Nixon's visit—and ends in the present day, detailing exactly how a backward economy transformed itself in just a few decades.



### **[How to Do Business in China](#)** by **[Dr. Michael Shen](#)**

This is one of the best “How To” books on business in China, because Michael Shen illustrates the delicate interplay between state sector and private sector companies as well as geographic and regional differences. As he says at the beginning of the selected chapter, “People who fail to see and understand the complexities of China environments could, unfortunately, fail in China.”



### **[The Asian Mystique](#)** by **[Sheridan Prasso](#)**

For decades we’ve been hearing about “The Mysterious Orient” and “the inscrutable Chinese.” The resulting misconceptions affect both Asians and westerners today, in everything from business negotiations to social interactions. Sheridan Prasso has spent considerable time in China and other Asian nations, for *Fortune*, *Business Week* and many other publications. In the selected chapter, “*China Doll, Dragon Lady*,” she examines two common stereotypes.



### **[10 Steps To Success: The Essential Guide to Buying from China's Manufacturers](#)** by **[James Vincent Lord](#)**

The selected chapter, “*Supervising The Manufacturing Process*” is especially relevant today, with recent concern about quality control. There is a lot of practical advice, but this quotation is the central message: “Successful companies working in China systematically manage each and every step from sample approval through to shipment.”



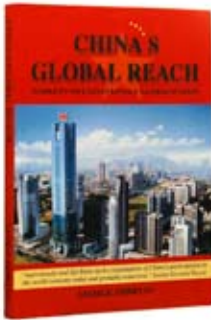
### **[What Does China Think?](#)** by **[Mark Leonard](#)**

Mark Leonard is the Executive Director of the European Council on Foreign Relations. His chapter, “*Yellow River Capitalism*,” examines China’s emergence as the liberation of economic ideas. Through personal stories he illustrates the effect of market forces from Europe, the United States and, most especially, China’s people.



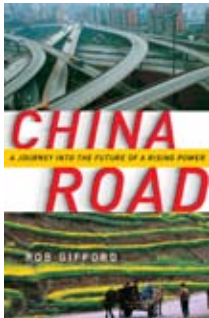
### **[Charm Offensive](#)** by **[Joshua Kurlantzik](#)**

Joshua Kurlantzik notes how China's economic transformation has given birth to a phenomenon that many western businesses ignore: China is using soft power to appeal to its neighbors and to distant countries alike. The selected chapter, "A *Charm Strategy*," picks up after China's economy was already transformed and China was ready to launch an offensive with the "soft power" it continues to accumulate.



### **[China's Global Reach](#)** by **[George Zhibin Gu](#)**

Dr. Gu writes from the Chinese perspective. Based in Guangdong Province, with advanced degrees from both Chinese and western institutions, Dr. Gu takes the opposite approach from many western books, examining how international business is re-shaping China and addresses the challenges that face Chinese businesspeople...including competition from India.



### **[China Road](#)** by **[Rob Gifford](#)**

Route 312 is China's Route 66. It's a three-thousand mile road that stretches from the boomtown of Shanghai on China's East coast, to the border with the former Soviet republic of Kazakhstan in the West. Rob Gifford journeyed its length at the end of his six years as the Beijing correspondent of National Public Radio. Through his fluent Chinese, Gifford examines every rung of Chinese society. He has selected two very different chapters: "Power" examines the Chinese worldview from the early dynasties, with special attention to the rise of Confucianism. "*The Great Wall of The Mind*" looks at the ways the Chinese language shapes both China's thinking and its history.



### **[The China-Ready Company](#)** by **[Steven Ganster](#)** with **[Kent Kedl](#)**

The selected chapter is "*the China Gold Rush*," reviewing the history of U.S. investment in China over the past 20 years. Through the metaphor of a gold rush, the authors highlight the key lessons learned by these companies, some of them leading to hard-won success and others to abject failure. These lessons provide the rough framework for the **[China Readiness Assessment](#)** and offer important insight to executives today on what not to do as they approach (or re-approach) doing business in China.



**[Silicon Dragon: How China is Winning the Tech Race](#)** by  
**[Rebecca A. Fannin](#)**

Rebecca Fannin is the international editor of the Hong Kong-based Asian Financial Network, [www.asianfn.com](http://www.asianfn.com). She applies her 18 years of experience to the question of how certain Chinese entrepreneurs are leading international business in key areas of technology. The selected chapter, “Baidu— China’s Boldest Internet Start-Up,” profiles Robert Li, a superstar in Chinese business who created the nation’s number one search engine.