



Organizing for Profit in China: A Case Study Approach (Paperback)

By David S Wu

iUniverse, United States, 2003. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.David S. Wu negotiated and managed the first and only profitable venture for AlliedSignal (now Honeywell) in the 1990s. After spending eight years in Asia to deliver US\$40 million profit on US\$300 million sales for Danaher, Tyco, RRDonnelley and Honeywell, he returned to the US to write this fact-filled book to help companies organize for profitable growth in China. He establishes the analytical framework through Business Life Cycle and Career Life Cycle concepts together with case studies like those used at top MBA schools, focusing on the US\$30-50 billion annual expenditure on expatriates. His 30 minute workbook to build your China ventures gives you a chance to examine and prioritize issues in your company so you can focus on areas with the greatest impact in a continuous improvement environment. David S. Wu has written a terrific book on doing business in China. Don't miss this guide into the land of the world's first capitalists. --Dr. Bob Rosen, CEO of Healthy Companies International and Author of Global Literacies (2000), Leading People (1996) and Healthy Company (1991) David S. Wu is an astute...

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