



The China Factor: Leveraging Emerging Business Strategies to Compete, Grow, and Win in the New Global Economy (Hardback)

By Amy Karam, Wiley

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 233 x 163 mm. Language: English . Brand New Book. The Innovation of Globalization proven strategies to succeed and out-compete emerging competition Does your company know how to compete effectively in the evolving global business arena? What tactics must your company use to overcome price discounting wars that cut into your margins? What are the strategies your new rivals incorporate that may prove more valuable to customers than the superior products you offer? The China Factor equips Western businesses with a practical framework for competing successfully in today's ever-changing global markets. Written by an expert in competitive strategy and global market expansion, this book is packed with insights gained through first-hand experience leading competitive programs at a high-tech multinational corporation and extensive research. When it comes to globalization, the rules have changed what was once nice-to-know is now need-to-know, and this book lays it out in a clear, no-nonsense style. Based on cases with over 50 countries, you will learn why a premium product, though domestically successful, may not be well received in foreign markets. You'll also discover the critical factors that contribute to success in both...



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