## Where East Eats West The Street-Smarts Guide to Business in China



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## Reviews

A top quality publication along with the typeface applied was exciting to read through. It can be rally interesting through reading through time. Your life period will be enhance once you full reading this article book. (Prof. Demond McClure)

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BookSurge Publishing. Paperback. Condition: New. 274 pages. Dimensions: 8.8in. x 5.8in. x 0.8in.Already part of the MBA curriculum for Boston College, Rutgers and Colorado State University and winning praise by China veterans, Where East Eats West, uses Goodmans unparalleled China experience to boil down the China business basics into fun, easy-to-digest lessons and ready-to-serve actions so you can steer clear of making China-rookie mistakes. It was designed to be the ultimate airplane book and entertains the China hand as much as it educates the China rookie through humorous, firsthand narratives that make the reader feel as if Goodman is sitting beside them, having a conversation. From sandwiches to nuclear power plants, Goodmans in-the-trenches China experiences cover an unusually broad range and the advice he offers you comes unvarnished, unleavened, and unadulterated, just like he lived it. Anyone contemplating an adventure in the world of China business will learn an awful lot from him. Ted Plafker, 20 year China veteran and author of Doing Business in China This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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