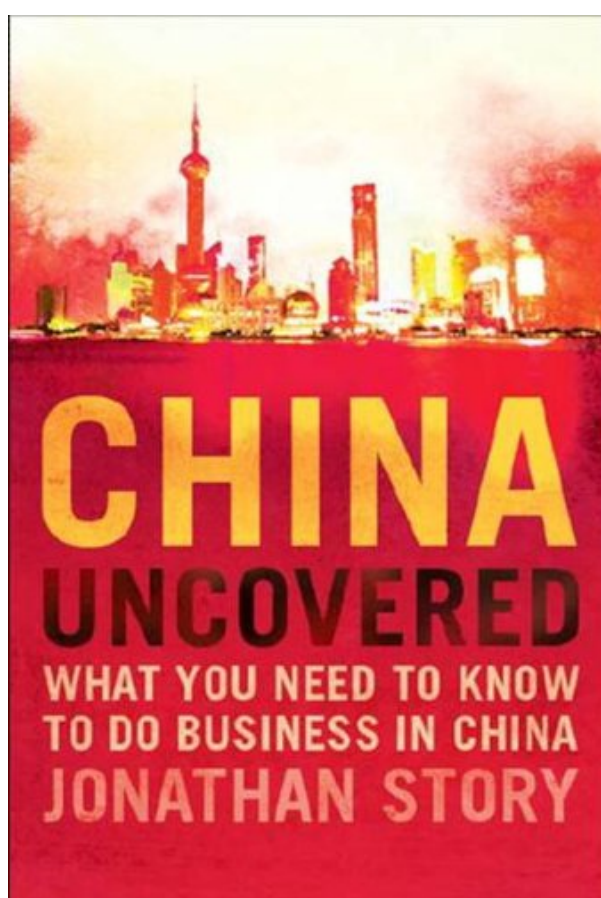
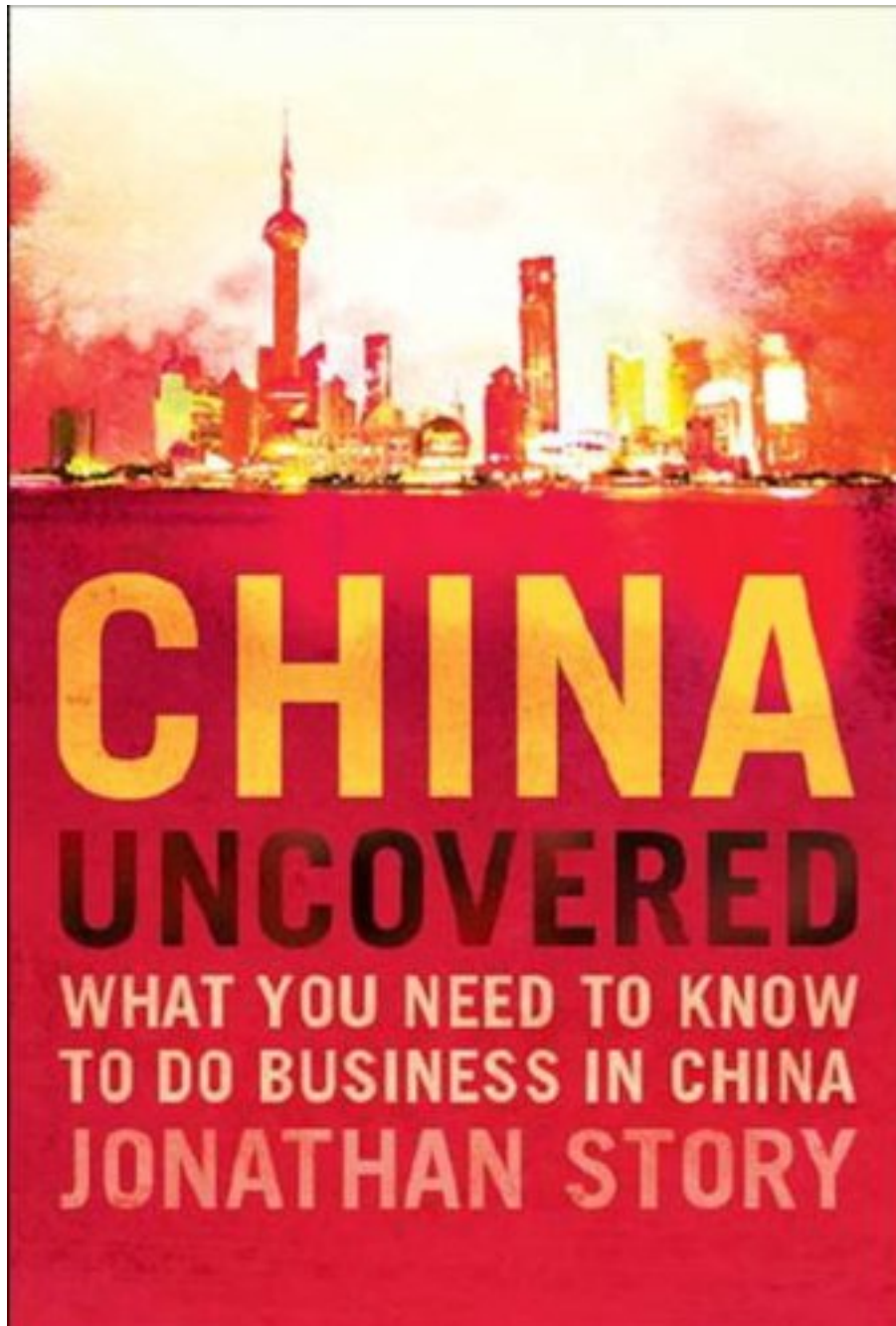


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China Uncovered shows you:

- How to ensure your strategy reflects the pace of change, the unusual risks of operating in China and the business realities of this uncertain market
- Why government relations must be a core part of your business - and how to make your relationships with officials productive and beneficial
- How to select the best way for your company to start business operations in China
- How to make the critical choice of location, taking account of a range of factors, from access to the attitudes of local authorities
- How to understand the cultural differences you will face so you can get the all-important 'people issues' right
- How to develop a dual sales strategy – domestic and export – so your operation is not totally reliant on a new and unpredictable market
- How to use your brand to keep ahead of your competitors
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China Uncovered is an excellent and concise overview of how one should think about conducting business in China. If you conduct business or are contemplating conducting business in this complex and rapidly growing market place, you must read and maintain a copy of this book on your desk. Jonathan combines many of the critical factors that must be considered in doing business in China. Understanding the culture of the people, dealing with the government, organizing to get the job done, dealing with the growing concern of intellectual property protection and promoting brand are just a few of the variables he discusses in an easy and understandable format. The book addresses almost everything you must consider when choosing to do business in China. If you plan to enter the Chinese market place, this book must read and referred to again and again. There are pearls of wisdom in every chapter that should be duly noted.

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