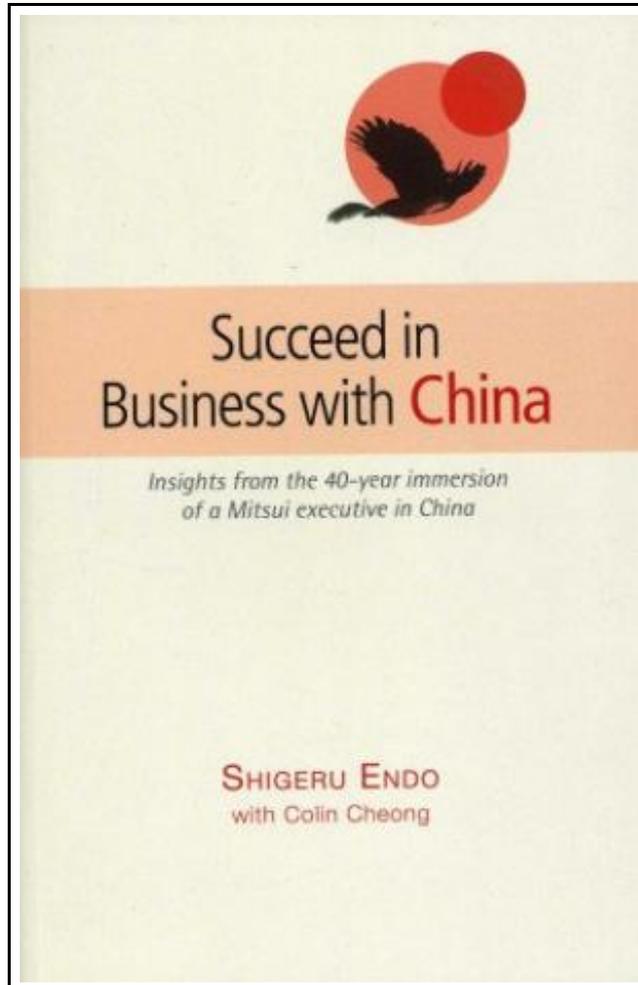


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Marshall Cavendish International (Asia) Pte Ltd. Paperback. Book Condition: new. BRAND NEW, Succeed in Business with China, Shigeru Endo, A Mitsui & Company veteran of over 40 years, Shigeru Endo first began working with the Chinese in 1969, when he was posted to Taiwan. His enthusiasm for China led to postings to the mainland from the time of Mao Zedong to the era of Deng Xiaoping's economic reforms. In this book, follow Endo as he journeys through Chinese landscapes at different points in history, talking about the people, the land and the culture. Visit a communist collective with him, walk with him through a Chinese town where no one has seen a foreigner, listen to the wistful recollections of some of the people he met, feel the tension at Tiananmen and the anguish of its aftermath. Meet the great Chinese businessmen of Asia as well as the men who would rise to lead a new China. Meet the steadfast Chinese employees of Mitsui, taichi and qigong masters and a gentleman with supernatural powers. This is Endo's portrait of a country, a people and a culture detailed with genuine affection and a dry wit. But this book is much more than a collection of personal anecdotes. It is also a set of pointers for doing business in China or simply doing business with the Chinese wherever they may be in the world. Originally published in 2009 - in Japanese for Japanese executives - Endo's stories provide insights that any executive who works with the Chinese would do well to have.



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