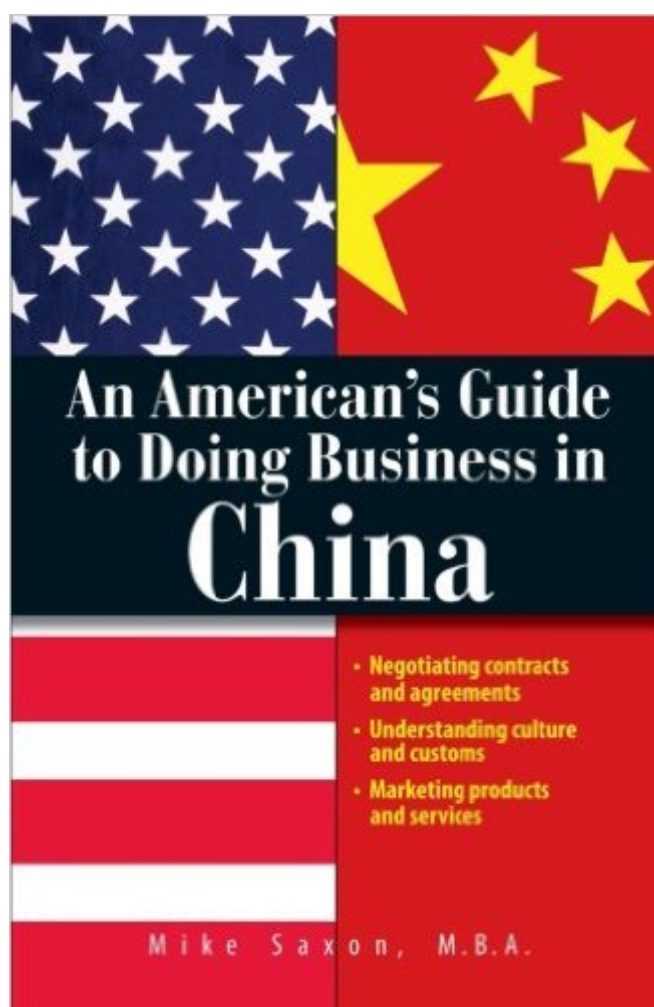


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# An American's Guide To Doing Business In China: Negotiating Contracts And Agreements; Understanding Culture And Customs; Marketing Products And Services



## Synopsis

China is the most rapidly growing economy in the world and almost every American business today wants a piece of it. While there are undeniable opportunities in the Chinese market there is also a great deal of hype--and very real political and cultural differences that make doing business in China extremely complex. *An American's Guide to Doing Business in China* is an authoritative and accessible guide on all aspects of doing business in China. Unlike other guides which focus heavily on theory, complex business models, and China's tumultuous history, *An American's Guide to Doing Business in China* concentrates on the issues most relevant to readers doing business with the Chinese on a day-to-day basis.

## Book Information

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## Customer Reviews

Some of Mr. Saxon's insights are very interesting. He talks about negotiation methods, selecting a supplier, the need to have well-versed translators, and the ways to setup a local operation. However, he never goes into the details of these subjects. It's just a cursory explanation of the topic without examples, case studies or testimonials from other professionals. As other reviewers say, it just becomes a "Starbucks' Reading," without the details. The book is good for those traveling to China and want to learn how to use chopsticks, or want to know where to shop. He actually includes these topics in his book. Also, he gives facts and figures without footnoting where the information came from. Are these facts that Mr. Saxon calculated himself? Where did he get it? I understand that much of Mr. Saxon's comments are his opinion and I respect that, but he should backup what he says with examples or from professionals in that specific field. For example, he

comments that "Chinese is less precise." He uses the word "surprise" as his proof. In English, there are many words to express surprise, but "Chinese often combines common words for more precise meaning." I don't think Mr. Saxon is in position to comment about this? Does he speak Chinese? Did he consult a linguist? He should back his comments with other testimonials. This is the main problem with the book. I work for a consulting company that assists foreign businesses in their China and Japan strategies so I'm looking for good books that help us. Mr. Saxon's comments just doesn't do that for us. Infact, many of his comments trivializes the difficulties of doing business in China. He writes about how it's important to use chopsticks when dining with Chinese businesspeople.

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