



China Now: Doing Business in the World's Most Dynamic Market: Doing Business in the World's Most Dynamic Market

N. Mark Lam, John Graham

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Turn East-West Relations Into Win-Win Situations

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A comprehensive all-in-one tour of the world's fastest growing market, *China Now* is filled with everything you need to know about China's people, negotiation styles, culture, history, economics, and business dealings. You'll learn how to plan, where to go, and who to visit for the best results. And, unlike other books on the market, you'll discover the key differences between various regions and businesses that could make or break the deal.

China Now includes:

- The best regions to do business
- Nonverbal cues and culture-based signals
- Important travel, meeting, and personnel tips
- Laws and regulations on customs, foreign trade, and investment
- Protecting your intellectual property rights

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