



Conducting Business in the Land of the Dragon: What Every Businessperson Needs to Know about China

Alan Refkin

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China is as tough a business environment as you'll experience anywhere in the world, remaining one of the most complicated places to do business. Just ask all the company executives and entrepreneurs who've tried to do business there, lost money, and closed shop. They learned the hard way that success elsewhere doesn't always lead to riches in China. Alan Refkin and Scott Cray, with Thornhill Capital, have spent years doing business in China, and they have a long-term track record of helping companies navigate the complicated business terrain. In this, their new guide, they share their intimate knowledge of how business is conducted in China. They explore the intricacies of how the Chinese negotiate, discuss ways to better protect yourself from the increased threat of cyberespionage and the theft of your intellectual property, show you how to litigate if necessary, take you through what's needed to successfully interact with government officials, and demonstrate how you can be successful and reap the financial rewards from conducting business in China. Being successful in China is not an accident. What separates the thriving businessperson from those who abandon the country and their dreams for success is preparation. Get the information and tools you need to accomplish your goals, dominate, and win with Conducting Business in the Land of the Dragon.

"Conducting Business in the Land of the Dragon is a keen twenty-first-century guide to China and makes excellent reading for both experienced Sinophiles and China novices . . . Everyone will learn from Alan's fascinating experiences and understanding of China, its people, its culture, and its future" -John Lucas, director, Weinberg & Company "You'll never find a better guide to take you through the reality of conducting business in China. Period" -Jose F. Sada, president of DS Capital Partners



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