



Doing Business In China: How to Profit in the World's Fastest Growing Market

Ted Plafker

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It's common knowledge that China has the fastest growing economy in the world. What is not common knowledge is exactly how Western companies can gain a foothold and increase their profits by doing business inside this next great superpower. Now, respected business journalist Ted Plafker has written a fully detailed, yet user-friendly handbook on how individuals and companies can succeed in this challenging and often confusing environment. Sections include:

- Pinpointing the Top Emerging Markets: A look at promising sectors such as agriculture, automotive, biotech, financial services, media, retail, and more.
- Laws, Rules & Regulations: A how-to guide to China's complicated and ever-shifting legal landscape.
- Understanding Cultural Differences: Vital topics include "Basic Communication," "Talking Politics," "The Little Things," and more.
- Sales & Marketing: How to promote and move products and services to Chinese consumers.

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