



Riding the Dragon (Paperback)

By CT Johnson

Lulu.com, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.CT Johnson was a top executive in one of China's largest companies and is now one of the world's leading experts on managing and selling to the Chinese. As one of the few Westerners to ever hold an executive role in a Chinese multinational, and as a Mandarin-speaker with extensive relationships in China, CT brings a unique perspective to Chinese business culture. Riding The Dragon gives the reader insights on why they can't rely on Western thinking to solve Chinese problems. It lays out a step-by-step model for understanding the Chinese way of thinking and challenges the belief that only China experts can navigate the world of Chinese business. A must read for anyone engaged with the Chinese market.



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