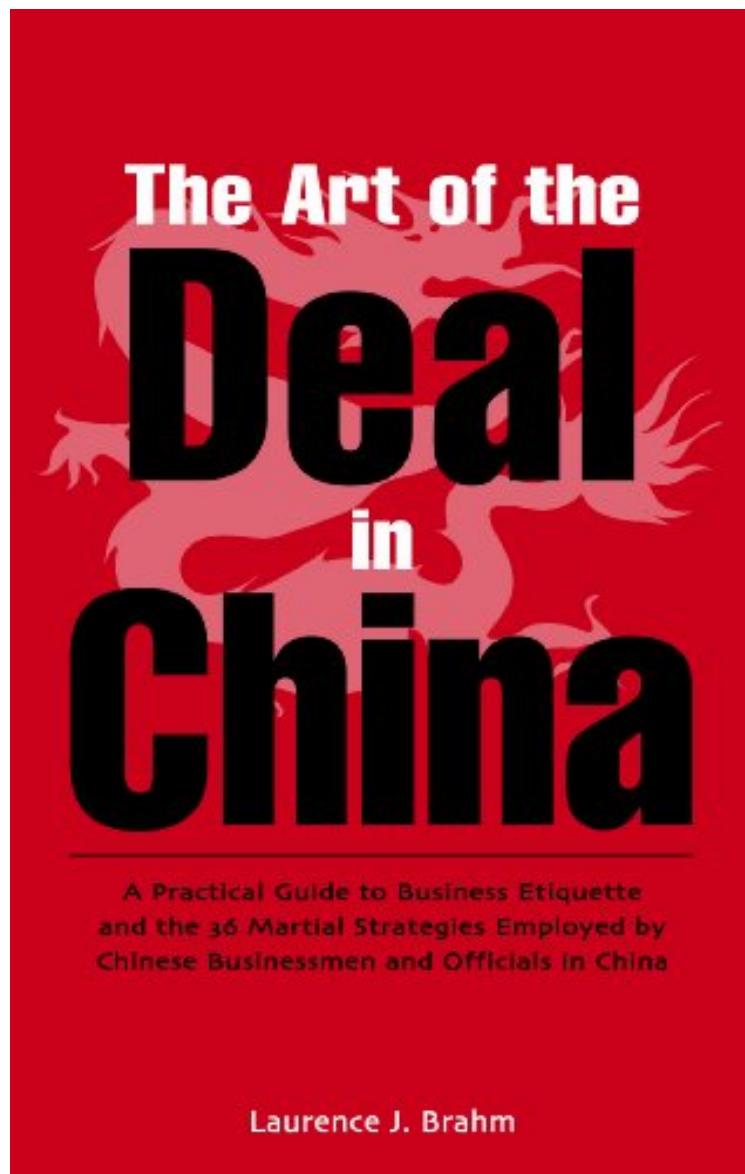


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Art of the Deal in China: A Practical Guide to Business Etiquette and the 36 Martial Strategies Employed by Chinese Businessmen and Officials in China

Laurence J. Brahm

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the 36 Martial Strategies Employed by Chinese Businessmen and Officials in China:

0 of 0 people found the following review helpful. A must read if you do business in China
By Sam Staley
I stumbled across this book in a small bookstore in Hong Kong after working for several years in Mainland China. I had little exposure to Mainland Chinese businesses before I started, but after several years I was struck by how well Brahm's analysis mapped over to my own experience. "The Art of the Deal in China" should be required reading for anyone working in China. Brahm's book is important for more than a guide to business practices--it provides insight into the culture of contract, management, and business philosophy. Those reading the book and taking Brahm's insights to heart will be in a much better position to ensure their partnerships and business dealings are both profitable and mutually beneficial, building strong long-term relationships in both business communities in the process.
4 of 4 people found the following review helpful. Great reference work
By Thom Mitchell
Brahm's readable narrative does a great job introducing China's 36 Strategies in a business context. The book's strength is the clarity and brevity of each example. Brahm gives a short description of each of the strategies and then uses a relevant modern business example to bring to concept to life for modern readers. The Book is short - only 160 pages - so it can be read in one sitting or it can be savored and reread over and over again. Brahm's sense of humor comes through in his stories and his "investors Guide to Maotai avoidance" annex is pretty darn funny while also having the value of practicality. This is a required read for anyone planning on doing business in China or wanting to understand Chinese culture and history.
1 of 1 people found the following review helpful. Cogent, fascinating
By Michael North
We've been doing business in China for some time, and thought we understood the system and culture well. But Laurence Brahm's book gave us new insights, and language to confirm the insights we already had. An easy read, not a scholarly analysis; storytelling, not data. Read before you get on the plane to Beijing.

Extremely useful to newcomers and old china hands alike, this Chinese business guide explains how Chinese history and classical literature play a huge role in negotiating in China. Negotiating a deal in China requires patience; a well-known Confucian virtue; persistence; something which comes with time; and survival instincts; something that comes with persistence. For both the uninitiated, negotiations in China may come as a culture shock, laced with frustration. For the experience China trade negotiator, it is a never-ending learning process. For both parties, the secret to negotiating in China may well lie in the knowledge of the military ploys described in China's ancient classics. In *The Art of the Deal in China*, author Laurence J. Brahm applies Sun Tzu's *Art of War*, the ultimate guru's statement of military strategy and the *Thirty-six Strategies*, a collection of sayings which capsule strategic prowess in ancient Chinese history, to modern-day negotiating situations in China, both commercial and political. The stories in the book, all based on actual happenings, will not only amuse but will provide hope to many foreigners engaged in the often drawn-out and frustrating process of negotiating a deal in China.

About the Author
Laurence J. Brahm is a political economist and lawyer who has spent his entire career involved with China. He lives in Beijing.