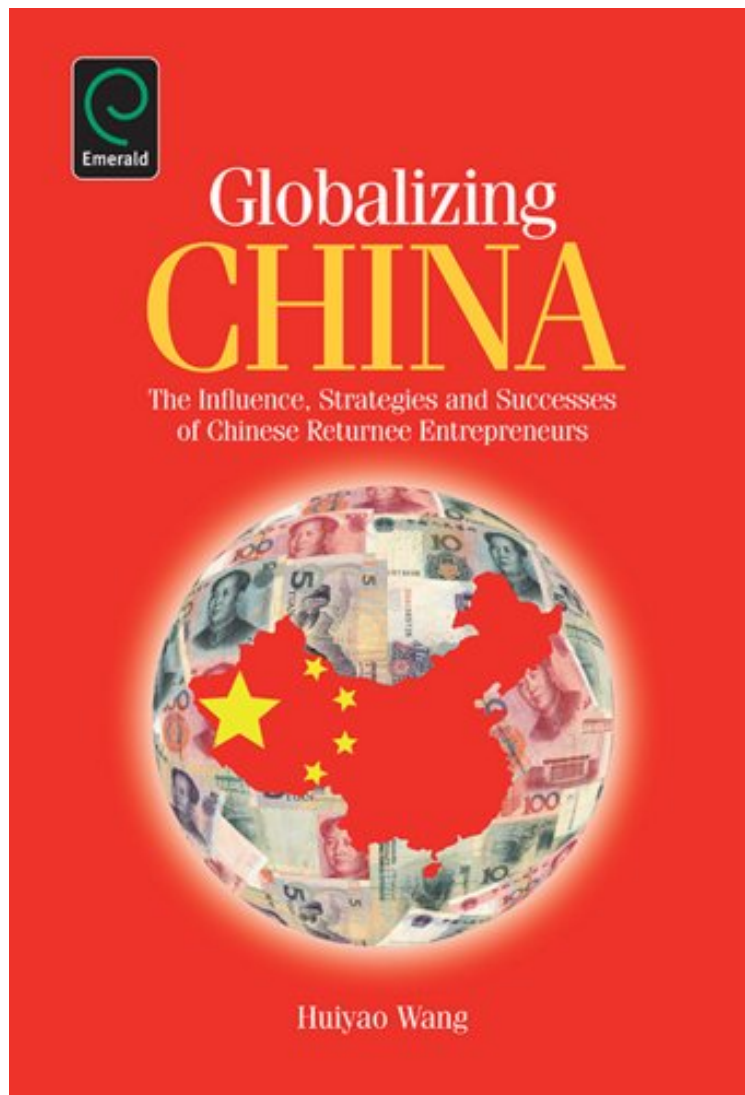


# Globalizing China: The Influence, Strategies and Successes of Chinese Returnees

Huiyao Wayn

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**Huiyao Wayn : Globalizing China: The Influence, Strategies and Successes of Chinese Returnees** before purchasing it in order to gage whether or not it would be worth my time, and all praised Globalizing China: The Influence, Strategies and Successes of Chinese Returnees:

In recent years, a new spectacular group of entrepreneurs in China called Chinese Returnee Entrepreneurs (CREs) has emerged. Not only have they contributed enormously to the rapid growth of the Chinese economy, but they also have

connected China to the outside world in today's globalized economy. This book examines the literature on the returnee phenomena and assesses the impact and influence of Chinese Returnee Entrepreneurs. This is the first major empirical study to evaluate the impact of CREs in the Chinese globalization process. It also examines the roles, drivers, strategies, and performances of CREs on environment-strategy linkages in a strong emerging economy. The research highlights the significance of strategies, drivers, constraints, and performance relations for CREs success in shaping their operational framework in China. The findings of this study suggest that CREs have become a driving force in Chinese globalization, dominating the internet, IT and media industries. They have become leading players in the Chinese hi-tech industries, as well as the best team players and social capital users of international guanxi. The study reveals that CREs' competitive advantages lie in their strategies utilizing technology, team work, market approach, social connections, professional qualifications, and international working experience.

For this study Wang (Center for China and Globalization; Harvard Kennedy School) used a mixed research approach consisting of a survey conducted among Chinese returnees as well as interview analyses and case studies. His presentation begins with background that includes a history of five generations of Chinese returnees and the impact of China's talent strategies. Subsequent analyses address talent flow theories (brain drain, brain gain, and brain circulation) and the perspectives of entrepreneurship, environmental factors, and strategy and performance. Concluding chapters discuss key success factors, returnees as an innovative force in China, theoretical and managerial implications, and avenues for further research. Distributed in North America by Turpin Distribution. --Book News Inc. Portland, OR  
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