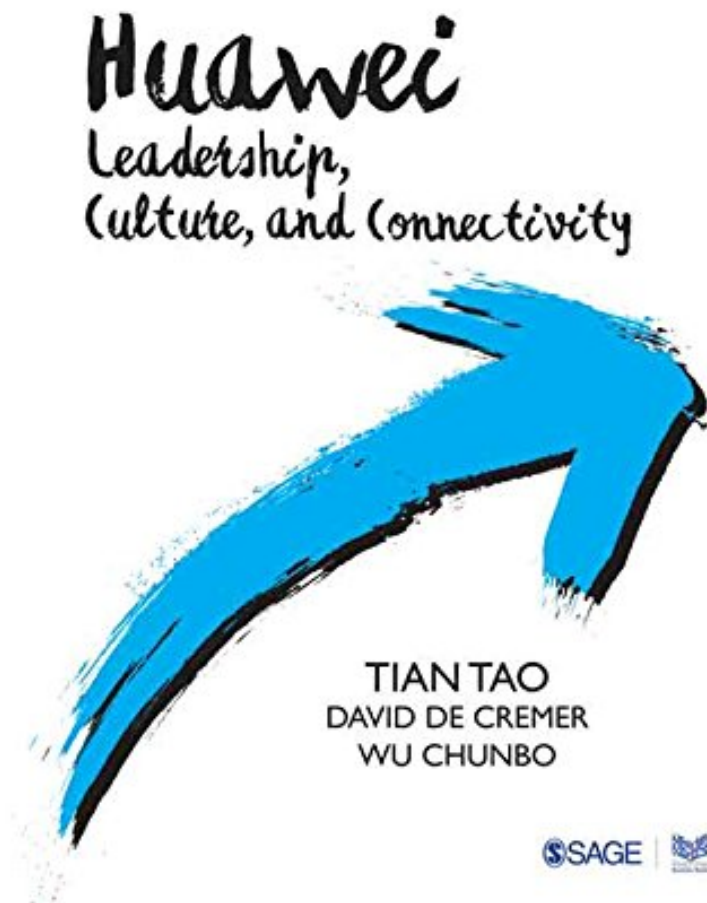


# Huawei: Leadership, Culture, and Connectivity

*Tian Tao, David De Cremer, Wu Chunbo*  
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"Huawei is a prominent company, among the most successful and most internationalized in China. This book offers insights to readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei."  
**John A. Quelch**  
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**Tian Tao, David De Cremer, Wu Chunbo : Huawei: Leadership, Culture, and Connectivity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Huawei: Leadership, Culture, and Connectivity:

The inspirational business story of Huawei: how to grow from start up to world leader in two decadeshellip;nbsp;With over 170,000 employees in more than 170 countries and regions, serving more than one-third of the world's population, how does entrepreneur Ren Zhengfei manage a telcoms giant called Huawei?nbsp; What is the secret to

Huawei's global success? In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of \$5,000. In 29 years, it grew to become the largest telecoms company in the world. This book goes behind the scenes to explore the story of what Ren Zhengfei did differently, how the company he started reached the top spot, and why Huawei is known as a "collective" and not a private company: Learn how this Chinese start up business became an international success. Understand the business strategy, leadership skills and management philosophy of Huawei's entrepreneurial founder. Get tips, inspiration and motivation for your own business start-up. 14 years of meticulous research and 136 senior management and employee interviews reveal how Huawei's international business success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience. This fascinating story provides a unique glimpse into the machinations of one of the world's most powerful companies. The company serves as an example for many Chinese entrepreneurs striving to go global, and also presents valuable lessons for Western companies striving to integrate Eastern and Western values and ways of looking at business." - Co-author David De Cremer, KPMG Professor of Management Studies at Cambridge Judge Business School

"Over the course of the last quarter century, Huawei has become one of the most important telecommunications companies in the world and, arguably, one of the most powerful Chinese companies in the global economy. Yet, there is much that is not known about Huawei and much that is misunderstood. As the foremost authority on Huawei in the world, Tian Tao brings deep knowledge and unprecedented access to help pull back the veil on one of the world's most enigmatic companies. This book will be essential reading for politicians, pundits, and anyone interested in gaining a deeper understanding of this important company." --Dr Doug Guthrie "Professor and Former Dean at the George Washington School of Business and Author of Dragon in a Three-piece Suit: The Emergence of Capitalism in China" "As a long-time observer and friend of China, I have watched with admiration the global growth and innovative strategy of Huawei. This book will give readers a special insight into Huawei's capacity and entrepreneurial drive under the dedicated leadership of Mr. Ren Zhengfei." --Kerry Matthew Stokes AC "Executive Chairman, Seven Group Holdings Limited, Australia" "This is the most complete book about Huawei I have ever read." --Liu Chuanzhi, "Founder of Lenovo" "Over the past two decades, Huawei has composed an amazing epic in the business world. It started from an emerging market and conquered the global market. What is the code of success? This book offers the most reliable answers." --Qin Suo, "Mediaperson, former Editor-in-Chief of CBN Daily" "This book does not present the business history of Huawei only; it also highlights the evolution of the business philosophy of Ren Zhengfei, the boss of the company. Huawei is Mount Everest in the mind's eye of all Chinese businessmen, and Ren Zhengfei has behaved like a hermit living in a cave. He has not created any precept or claimed any truth. As the closest observers of Ren Zhengfei, Tian Tao and Wu Chunbo are the most likely authors to tell us the precepts and truths of Ren Zhengfei." --Niu Wenwen, "Publisher and Creator, The Founder Magazine" "Huawei is a private-owned company. It is highly sensitive to technological changes. It is the real multinational based in China. These facts reflect the alertness, adaptability, and conviction of Ren Zhengfei, the top leader of Huawei. Ren is a unique manager and his speeches have been widely quoted because they offer great philosophical delights. This book is full of such delights, which you cannot miss." --Liu Zhouwei, "Founder, 21st Century Business Herald" --Over the course of the last quarter century, Huawei has become one of the most important telecommunications companies in the world and, arguably, one of the most powerful Chinese companies in the global economy. Yet, there is much that is not known about Huawei and much that is misunderstood. As the foremost authority on Huawei in the world, Tian Tao brings deep knowledge and unprecedented access to help pull back the veil on one of the world's most enigmatic companies. This book will be essential reading for politicians, pundits, and anyone interested in gaining a deeper understanding of this important company. --Dr Doug Guthrie -Professor and Former Dean at the George Washington School of Business and Author of Dragon in a Three-piece Suit: The Emergence of Capitalism in China --As a long-time observer and friend of China, I have watched with admiration the global growth and innovative strategy of Huawei. This book will give readers a special insight into Huawei's capacity and entrepreneurial drive under the dedicated leadership of Mr. Ren Zhengfei. --Kerry Matthew Stokes AC -Executive Chairman, Seven Group Holdings Limited, Australia --This is the most complete book about Huawei I have ever read. --Liu Chuanzhi, -Founder of Lenovo --Over the past two decades, Huawei has composed an amazing epic in the business world. It started from an emerging market and conquered the global market. What is the code of success? This book offers the most reliable answers. --Qin Suo, -Mediaperson, former Editor-in-Chief of CBN Daily --This book does not present the business history of Huawei only; it also highlights the evolution of the business philosophy of Ren Zhengfei, the boss of the company. Huawei is Mount Everest in the mind's eye of all Chinese businessmen, and Ren Zhengfei has behaved like a hermit living in a cave. He has not created any precept or claimed any truth. As the closest observers of Ren Zhengfei, Tian Tao and Wu Chunbo are the most likely authors to tell us the precepts and truths of Ren Zhengfei. --Niu Wenwen, -Publisher and Creator, The Founder Magazine --Huawei is a private-owned company. It is highly sensitive to technological changes. It is the real multinational based in China. These facts reflect the alertness, adaptability, and conviction of Ren Zhengfei, the

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Quelch "Charles Edward Wilson Professor of Business Administration, Harvard Business School ""This book offers insights to readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei." --John A. Quelch, "Over the course of the last quarter century, Huawei has become one of the most important telecommunications companies in the world and, arguably, one of the most powerful Chinese companies in the global economy. Yet, there is much that is not known about Huawei and much that is misunderstood. As the foremost authority on Huawei in the world, Tian Tao brings deep knowledge and unprecedented access to help pull back the veil on one of the world's most enigmatic companies. This book will be essential reading for politicians, pundits, and anyone interested in gaining a deeper understanding of this important company."nbsp; (Dr Doug Guthrie Professor and Former Dean at the George Washington School of Business and Author of *Dragon in a Three-piece Suit: The Emergence of Capitalism in China*)"Huawei is a prominent company, among the most successful and most internationalized in China. This book offers insights to readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei." (John A. Quelch Charles Edward Wilson Professor of Business Administration, Harvard Business School)"As a long-time observer and friend of China, I have watched with admiration the global growth and innovative strategy of Huawei. This book will give readers a special insight into Huawei's capacity and entrepreneurial drive under the dedicated leadership of Mr. Ren Zhengfei." 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In 1991, Tao founded *Top Capital*, the first Chinese magazine on private equity investment, and has served as its editor-in-chief since then. He worked as a publisher of *Popular Science* (Chinese edition) from 1995 to 1997. In the past 20 years, Tao has started a number of businesses in advertising, publishing, and the media industry. He also cofounded two IT companies, Beijing Umessage Information Technology Co. and Hillstone Networks Co. Tao is a lover of several sports, including swimming and golf. David De Cremer is the KPMG professor in management studies at Judge Business School, University of Cambridge, and an advisor to Novartis AG ethics-based compliance initiative (Switzerland). He was named the most influential economist in the Netherlands (2009) and named one of the Global Top Thought Leaders in Trust (2016) by organization Trust Across America. He has been awarded many international scientific awards, published more than 200 academic articles, and written popular books with his latest one being *The Proactive Leader: How to Overcome Procrastination and Be a Bold Decision-Maker*. Wu Chunbo is a professor and PhD supervisor at Renmin University of China, Beijing. He earned his PhD in economics from the same university in 1998 and has served as the dean of the Institute of Organization and Human Resources, School of Public Administration, Renmin University of China. He has been serving as a senior corporate management advisor for Huawei since 1995. Playing tennis is his favorite hobby.