



## **International Management in China: Cross-Cultural Issues (Routledge Advances in Asia-Pacific Business)**

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## **International Management in China: Cross-Cultural Issues (Routledge Advances in Asia-Pacific Business)**

The greatest challenge to international business today is how to manage business operations across cultural boundaries. This is especially true in the case of China, which has attracted a massive amount of foreign investment and international trade recently. This new study examines three main themes:

- \* the partnership of management through joint ventures
- \* the human resource aspects of management
- \* the management of communication, co-operation and negotiation

The crucial issue of trustworthiness, the different managerial practices in China and the West, the importance of being well prepared and understanding Chinese negotiations are the major contemporary issues identified and discussed in this book.

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