



## How to Manage a Successful Business in China

*Johan Björkstén*

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## How to Manage a Successful Business in China Johan Björkstén

This unique book discusses how to manage an organization in China. It is based on the invaluable practical experience of entrepreneur Johan Björkstén, who successfully built a local consulting business with over 100 employees, and Anders Hägglund, a seasoned manager who set up high-growth and highly profitable operations in China for a major industrial multinational. The book provides widely applicable advice based on experiences from different industries, including but not limited to those of the authors.

Most books about business in China belong to one of two categories: autobiographical “success stories” or academic treatises. *Managing in China* goes beyond these genres to provide highly relevant, practical advice and checklists, as well as concrete and illustrative examples from the authors' own experience. *Managing in China* succinctly explains how historical, cultural and social factors influence today's Chinese business environment, and how managers should take this into account in day-to-day operations.

The book focuses on managing in a rapid-growth environment, but also provides advice on how to ensure sustainable operations and profitability in mature industries or a temporary downturn.

### Contents:

- Introduction: Why We Wrote This Book
- Chinese Business Climate
- Differences and Similarities
- Key Concepts of Chinese Business Culture
- The Language Challenge
- Qualities of the Right Expatriate Manager
- Company Setup
- A Winning Local Team
- The Right Corporate Culture
- Right Business Focus
- Support Your Frontline Sales Organization
- Marketing to China
- Successful Execution Demands Top Management Attention

**Readership:** Academics, students, general readers interested in China studies, China's economy, business and management and entrepreneurship.



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