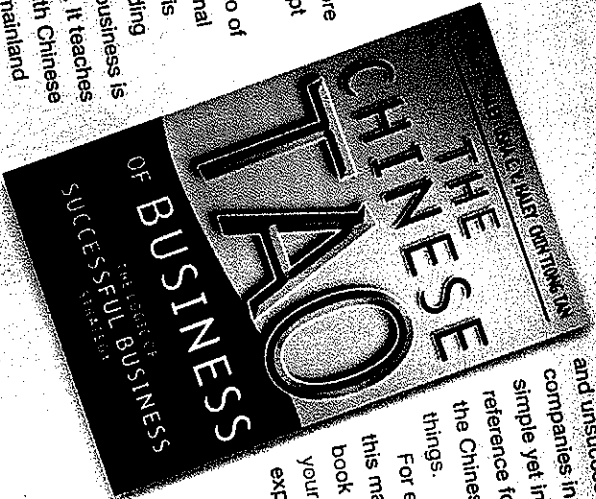


January 21, 2005

THE CHINESE TAO OF BUSINESS

By George T. Haley, Usha C. V. Haley, Chin Tiong Tan/ John Wiley & Sons

Taoism has survived in China for thousands of years, and more and more people continue to adopt its philosophies. In "The Chinese Tao of Business," the traditional philosophical system is presented as the guiding paradigm by which business is conducted in China. It teaches you how to work with Chinese partners, manage mainland employees and generate effective marketing strategies.



Not only does "The Chinese Tao of Business" provide useful guidelines through case studies of both profitable and unsuccessful Western companies in China, it is also a simple yet informative cultural reference for understanding the Chinese way of doing things. For eager employees, this may be the perfect book for understanding your boss and his or her expectations. —Tara Pang

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Ta-dai

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