

## HOW TO MANAGE A SUCCESSFUL BUSINESS IN CHINA

by **Johan Björkstén** (Founder of the Chinese PR Agency Eastwei Relations) & **Anders Hägglund** (Former President of Sandvik China)

*"At last, a China management handbook written by practicing business people with on-the-ground leadership experience. Even seasoned China hands should be able to find a few novel ideas."*

**Daniela Riccardi, President, Procter & Gamble Greater China**

*"China poses unique challenges; even more so in times of market upheaval. This book is based on solid experience and best practices. I think it will be a great help for anyone responsible for a business operation in the country."*

**Michael Treschow, Chairman of the Board, Unilever NV and PLC**  
**Chairman of the Board, Ericsson AB**

*"Successful people management is the only way to achieve sustainable business performance. This book captures the key priorities for China in a compact and straightforward way."*

**Ian Duffy, President, IKEA Asia-Pacific**

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.

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.

**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.

**236pp** **Jan 2010**  
**978-981-4287-82-1** **£21**  
**978-981-4287-83-8(ebk)** **US\$36**

# Doing BUSINESS in ASIA

A Selection of Titles from World Scientific Publishing

## A GUIDE TO THE TOP 100 COMPANIES IN CHINA

edited by **Wenxian Zhang & Ilan Alon** (Rollins College, USA)

**NEW**

*"Since much of the information about the top 100 companies in China is not easily found in one place and written in English, this book will undoubtedly serve as a valuable reference source for anyone interested in learning more about the most influential corporations in China. According to the Chinese edition of Fortune magazine the total revenues of the top 100 companies in China amount to 32% of China's GDP in 2007. As a whole these companies are an important force for China to become an emerging economic power of the world in the 21st century."*

**Dr Hwa-Wei Lee**  
**Former Chief, Asian Division, Library of Congress (Retired)**  
**Dean Emeritus, Ohio University Libraries**

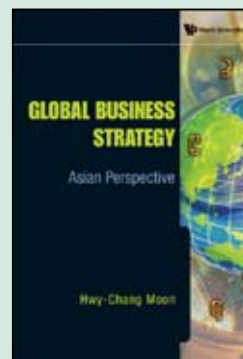
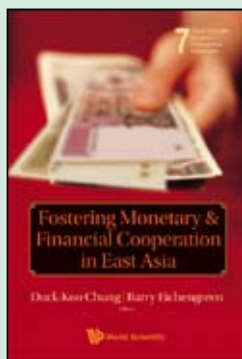
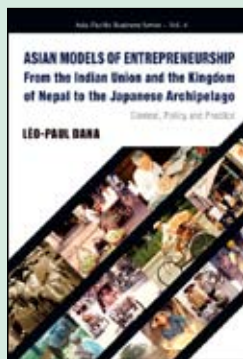
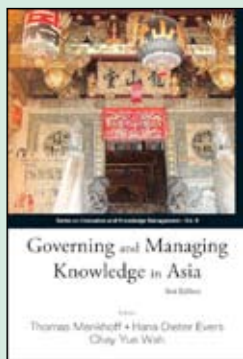
*"An indispensable reference showing academic quality, A Guide to Top 100 Companies in China is the key to knowing the dynamics of Chinese business for practitioners, scholars, and students alike. Not only were the companies delicately chosen, but the information on them is up to date and thoroughly researched. Business models, historical background, corporate structure, strategies, and competition are concisely and pertinently presented."*

**Dr Wesley Shu**  
**Director and Associate Professor, School of Management,**  
**National Central University, Taiwan**

Under the label of "the socialist market economy with Chinese characteristics", the Chinese Government has made a firm commitment to economic reform, though still retaining tight political control. Thus, under conditions of liberal economic systems and autocratic rule, a new capitalist system is emerging in China; its top companies are managed by private entrepreneurs, government bodies or a combination of both.

This book, presented in an easily accessible format, fills an important gap in the growing literature on China in the global economy and provides a research reference tool on China's top companies. It offers a comprehensive directory listing of the Top 100 corporations in China, thus enhancing the research potential on China for students, researchers and businesses. As a general reference guide to the Chinese economy, *A Guide to the Top 100 Companies in China* provides up-to-date and comprehensive coverage of the top Chinese enterprises. Corporations from Hong Kong and Taiwan that conduct significant business in China are also included.

**340pp** **Mar 2010**  
**978-981-4291-46-0(pbk)** **£25**  
**978-981-4291-47-7(ebk)** **US\$49**



**THE EU THROUGH THE EYES OF ASIA**

Volume II: New Cases, New Findings  
 edited by **Natalia Chaban, Martin Holland**  
 (National Centre for Research on Europe) &  
**Peter Ryan** (Asia-Europe Foundation)

Asia and Europe have become increasingly interconnected over the last few decades; this growth in mutual interest is due largely to their economic, political, cultural, and historical ties to one another. Due to the deepening relationship between the two regions, it seems natural to ask, "How is the European Union perceived in Asia?" This question has become very relevant to Asia-Europe relations, especially as the EU is the most significant economic partner for many Asian countries, while at the same time emerging as an increasingly prominent political and security dialogue partner for the region. This second volume offers a new and reliable insight into the perception of the EU in Asia.

Volume I was published in 2007 by ASEF and is available in the publication section of the Asia-Europe Foundation (ASEF) website; see <http://www.asef.org> for more details.

**284pp** **Oct 2009**  
**978-981-4289-81-8** **£57**  
**978-981-4289-89-4(ebk)** **US\$99**

Series on Innovation and Knowledge Management – Vol. 9

**GOVERNING AND MANAGING KNOWLEDGE IN ASIA**

(2nd Edition) **NEW**  
 edited by **Thomas Menkhoff** (Singapore Management University, Singapore), **Hans-Dieter Evers** (University of Bonn, Germany) & **Chay Yue Wah** (SIM University, Singapore)

**Key Features**

- Covers the important areas of knowledge governance (macro) and knowledge management (micro) with a regional focus on selected Asian countries and organizations
- Provides both theoretical and practical insights into the role of actionable knowledge as a source of national and organizational value creation and sustained competitiveness
- Suggests methods and strategies to leverage on knowledge as a new factor of production both at national and organizational levels
- Portrays the various antecedents of robust knowledge sharing cultures which are so critical for knowledge creation and innovation in both public and private organizations

**396pp** **Jan 2010**  
**978-981-4289-82-5** **£45**  
**978-981-4289-90-0(ebk)** **US\$88**

Asia-Pacific Business Series – Vol. 4

**ASIAN MODELS OF ENTREPRENEURSHIP — FROM THE INDIAN UNION AND THE KINGDOM OF NEPAL TO THE JAPANESE ARCHIPELAGO**

Context, Policy and Practice  
 by **Léo-Paul Dana** (University of Canterbury, New Zealand)

**Textbook**

*"This book is a must-have for anyone who requires an insight into entrepreneurship in Asia. Professor Dana provides an excellent overview of the myriad of entrepreneurship activities in addition to the country chapters. Each country chapter provides a historical, economic, political and socio-cultural account of entrepreneurship development in a particular country that is succinct and incisive. The author also provides an assessment of the future of entrepreneurship for each country. It is a wonder how he does it — packing in so much without diluting his analysis."*

**Professor Tan Wee Liang**  
 Singapore Management University

**376pp** **Mar 2007**  
**978-981-256-878-6** **£39**

World Scientific Studies in International Economics – Vol. 7

**FOSTERING MONETARY AND FINANCIAL COOPERATION IN EAST ASIA**

edited by **Duck-Koo Chung** (North East Asia Research Foundation, South Korea) & **Barry Eichengreen** (University of California, Berkeley, USA)

*"Monetary and financial stability continues to be an elusive goal around the globe. In East Asia, their pursuit is inextricably linked to broader issues of intra-regional economic policy cooperation. This volume of expertly crafted papers provides a critical assessment of recent efforts and future prospects. East Asia faces unique challenges at both national and regional levels, challenges rooted in its history, in the diversity among its economies and in the region's position in the world economy. If you need a highly accessible treatment of this important issue, then this is the book for you."*

**Sven W Arndt**  
**C M Stone Professor**  
 Claremont McKenna College

**192pp** **Apr 2009**  
**978-981-4271-53-0** **£56**  
**978-981-4271-54-7(ebk)** **US\$98**

**GLOBAL BUSINESS STRATEGY**  
 Asian Perspective

by **Hwy-Chang Moon**  
 (Seoul National University, Korea)

**New Textbook**


Given the rise of Asia in the global economy in recent decades, it is important to understand the uniqueness of Asian business. This book first introduces the core strategies prevalent in Western business, and then explains how they can be applied or adapted to Asian business. When necessary, modified or new business models (as developed by the author) are utilized to better explain Asian business. Furthermore, this book deals not just with the theory, but also with practice. Several real-life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy. Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy.

**348pp** **Mar 2010**  
**978-981-4273-19-0** **£43**

**Journal**

**Asian Case Research Journal (ACRJ)**  
<http://www.worldscinet.com/acrj/>

The **Asian Case Research Journal's** principal objective is to provide case instructors, whether academics, consultants, or company in-house trainers, a selection of high-quality cases on Asian companies and MNCs operating in Asia-Pacific. These cases, not having been previously published, provide a fresh and topical pool of cases for teaching purposes.



The cases are either decisional — that is, requiring some business decision from the reader — or illustrative in nature, such as reasons for a firm's success. The cases come from various business disciplines including strategic management, marketing, organizational behavior/human resources, operations management, and MIS. All cases have been double blind refereed to ensure quality. The Journal's Editorial Advisory Board is drawn from a distinguished, international panel of academics, including George Lodge (Harvard), William Naumes (University of New Hampshire), and Pradeep Khandwalla.

**Print ISSN: 0218-9275**  
**Online ISSN: 1793-6772**

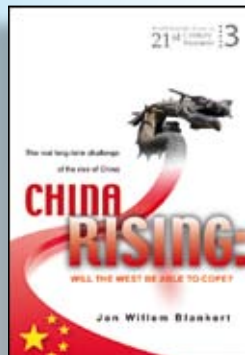
**Bestseller**

World Scientific Series on 21st Century Business – Vol. 3

**CHINA RISING: WILL THE WEST BE ABLE TO COPE?**

The Real Long-Term Challenge of the Rise of China — and Asia in General

by Jan Willem Blankert



*“This book of Jan Willem Blankert offers timely information and in-depth analysis on the consequences and potential impact of China’s rise on the global economic order and, above all, the environment. For anyone interested in China and its relations with the world, this book is highly recommended, if not a must-read.”*

Jing Men

InBev-Baillet Latour Chair of  
European Union-China Relations  
College of Europe, Bruges (Belgium)

**Contents:** In Perspective: Long-Term Economic Growth; The West Competing with Low-Wage China; The Real Challenge, the Environment: The Return of Malthus?; China and the West, Asia and the Rest; Then the World Changed: Crisis.

**176pp** **May 2009**  
**978-981-283-795-0** **£21**  
**978-981-283-796-7(ebk)** **US\$36**

**Bestseller****SUPERTRENDS OF FUTURE CHINA**

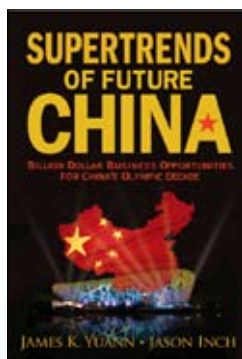
Billion Dollar Business Opportunities for China’s Olympic Decade

by James K Yuann &amp; Jason Inch

**BLOG: China Supertrends @**  
<http://www.chinasupertrends.com>

**Key Features**

- Identifies the newest, most valuable and fastest-growing business opportunities in China over the coming Olympic Decade (i.e. 2008–2018), using a unique and easy-to-understand model developed by the authors
- Includes mini-case studies and anecdotes of some of China’s fastest-growing companies, both foreign- and Chinese-owned
- Presents China’s growth and business opportunities in a positive light, unlike most books which focus on environmental disasters, social dilemmas and political threats arising out of China
- Includes a Foreword by Howard Balloch, Canadian Ambassador to China between 1996 and 2001



**308pp** **Jul 2008**  
**978-981-281-439-5** **£15**  
**978-981-281-440-1(ebk)** **US\$36**

Series on Contemporary China – Vol. 22

**CHINA AND THE GLOBAL ECONOMIC CRISIS**

edited by Zheng Yongnian &amp; Sarah Y Tong

(East Asian Institute, National University of Singapore)

The current global financial turmoil, triggered by the US subprime crisis, has spread quickly and resulted in the worst global economic crisis since the 1930s. As the world’s third largest economy and the second largest trading nation, China is inevitably affected seriously. How China responds to the crisis and how effective its measures are in sustaining a healthy growth will have important implications, both domestically and internationally.

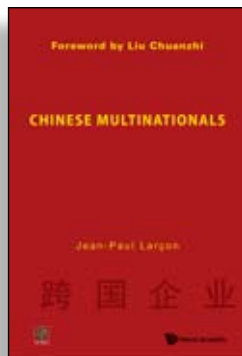
The chapters in this volume are divided into five sections.

Section one examines the overall impact of the global economic crisis and the responses of the Chinese government. Section two studies the regional aspect of the economy affected by the crisis. Section three explores such economies of the Mainland’s southern neighbors as Hong Kong, Macao and Taiwan, and the prospect of China’s trade. Section four surveys the impact on the ideological and social aspects of the country. Section five concludes with an assessment of China’s external policies. The volume offers a comprehensive and in-depth assessment of the impact of the crisis and the measures of the Chinese government to overcome the difficulties.

**308pp** **Feb 2010**  
**978-981-4287-70-8** **£50**  
**978-981-4287-71-5(ebk)** **US\$98**

**NEW****CHINESE MULTINATIONALS**

edited by Jean-Paul Largon (HEC Paris, France)



*“The miraculous emergence of the Chinese economy for the past three decades has reshaped the landscape of the world economy, just like those of the emergence of the US, German, and Japanese economies in history. With extraordinarily high national savings rate, China very likely will be the home of many of tomorrow’s largest multinationals.*

*A team of researchers from HEC Paris and Tsinghua School of Economics and Management, leading business schools in Europe and China, have joined forces in a project attempting to understand the emerging Chinese multinationals from Chinese and international perspectives. The outcome is this insightful and fascinating book. It surely will be on the top of any reading list of the Chinese economy and Chinese multinationals.”*

Li Daokui

Professor of Economics and  
Director of the Centre for China in the World Economics (CCWE)  
Tsinghua University, Beijing, China.

**300pp** **Oct 2008**  
**978-981-283-500-0** **£31**  
**978-981-283-559-8(pbk)** **£17**  
**978-981-283-501-7(ebk)** **US\$75**

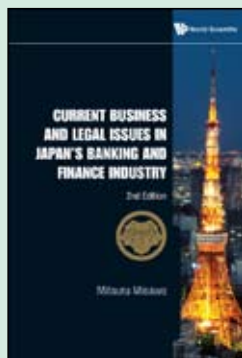
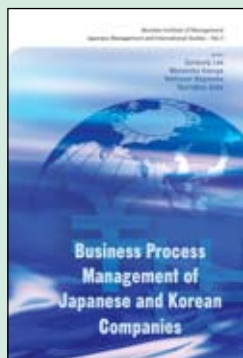
**eBooks**  
[ebooks.worldscinet.com](http://ebooks.worldscinet.com)

**Forthcoming Journal****China Economic Policy Review (CEPR)**<http://www.worldscinet.com/cepr/>

*China Economic Policy Review* is a quarterly journal that publishes scientific papers related to the Greater China economies (the Mainland, Taiwan, Hong Kong and Macao) and the relations between these economies and the rest of the world, with implicit and explicit policy implications. Papers that analyze current and the previous economic policies of these economies and those that make economic policy recommendations are especially welcome.

**Print ISSN: 1793-9690**  
**Online ISSN: 1793-9740**





**TOP GLOBAL COMPANIES IN JAPAN**

by **Akira Ishikawa** (*Aoyama Gakuin University, Japan*) & **Tai Nejo**

Amid the current, protracted recession in Japan, new corporations — termed *global excellent companies* by the authors of this book — have been rising since the end of the 20th century. They are not yet in the spotlight but have a huge market share worldwide with regard to their specialized products and services.

**164pp** **Jun 2004**  
**978-981-238-684-7** **£23**  
**978-981-256-304-0(ebk)** **US\$55**

Monden Institute of Management: Japanese Management and International Studies – Vol. 5

**BUSINESS PROCESS MANAGEMENT OF JAPANESE AND KOREAN COMPANIES**

edited by **Gyunyung Lee** (*Niigata University, Japan*), **Masanobu Kosuga** (*Kwansei Gakuin University, Japan*), **Yoshiyuki Nagasaka** (*Konan University, Japan*) & **Byungkyu Sohn** (*Sookmyung Women's University, Korea*)

**Key Features**

- Shows how to link BPM (Business Process Management) with existing management tools, for a holistic management model
- Includes case studies of well-known Japanese and Korean companies such as Matsushita and LG Electronics

Today's business environment is characterized by hypercompetition and the development of the Internet. Fierce competition between suppliers and the availability of abundant information have caused a shift in bargaining power from producers/suppliers to buyers and consumers. Consequently, Business Process Management (BPM) — i.e. management tool to optimize and control operations flows by viewing the transactions within and outside corporations as processes, with the focus on speedily meeting customers' needs — has emerged as a popular management framework.

However, recent research on BPM has put too much emphasis on information sharing and the visualization of business processes using IT innovations. This book argues that BPM must be linked with existing management tools. Based on survey results of Japanese and Korean companies' BPM practices, the book demonstrates how to build BPM as a holistic management model by addressing the importance of BPM views, the effectiveness of its approach, and the latest research trends.

**188pp** **Dec 2009**  
**978-981-283-860-5** **£53**  
**978-981-283-861-2(ebk)** **US\$91**

Monden Institute of Management: Japanese Management and International Studies – Vol. 3

**JAPANESE PROJECT MANAGEMENT**

**KPM — Innovation, Development and Improvement**

edited by **Shigenobu Ohara** (*Nippon Institute of Technology, Japan*) & **Takayuki Asada** (*Osaka University, Japan*)

**Key Features**

- Discusses the features, theory and practice of KPM (Kaikaku Project Management), a new Japanese-style project management paradigm
- Goes beyond the explicit goals and requirements in the conventional approach to project management, to disclose a unique, implicit-type, mission-driven approach
- Includes interesting case studies and examples

In the 1990s, Japanese companies experienced a deflationary recession called the "lost ten years". To survive the recession, they looked for solutions in the *kaikaku* (innovative reforms) of business management, organizations and technology, whilst struggling to regain their global competitiveness. Successful companies all had one thing in common — they applied a new project management paradigm which this book refers to as Kaikaku Project Management (KPM).

This book provides a comprehensive look at the features of KPM, including its emphasis on creativity and teamwork, its broader "open value system" as opposed to a "closed technical system", its close links with corporate strategy and human resource development, and the support infrastructure needed for advancing KPM. Chapters cover both the theory and practice of KPM, citing cases of information and communications technology (ICT) and pharmaceutical companies, among others. KPM holds special relevance today as global competition is increasingly reducing the lifecycle of organizations. Managers will find in KPM not only a way to survive the shake-up, but also a framework of value creation for the next generation.

**504pp** **Nov 2008**  
**978-981-277-873-4** **£65**  
**978-981-277-874-1(ebk)** **US\$156**

**CURRENT BUSINESS AND LEGAL ISSUES IN JAPAN'S BANKING AND FINANCE INDUSTRY**

(2nd Edition)

by **Mitsuru Misawa** (*University of Hawaii, USA*)

**Forthcoming Textbook**

**Key Features**

- Explains the recent reforms of Japanese banking law, comparing the US and Japanese legal systems for banking agencies
- Provides an overview of problems concerning political donations in Japan
- Studies Poison Pills introductions in Japanese Management

At a time when foreign interest in the current Japanese market and economy is significant and becoming increasingly prominent, Japanese corporate behavior and practices are two potentially confusing areas for international businessmen, accountants and lawyers. This book features numerous insights into Japanese perspectives on finance, law and business, based on the author's expertise in these three areas. As the data provided in this book is pertinent to understanding Japanese laws and business practices, this text will be of great interest to foreign companies aspiring to be successful in Japan.

**530pp (approx.)** **Oct 2010**  
**978-981-4291-01-9** **£50**

Monden Institute of Management: Japanese Management and International Studies – Vol. 7

**BUSINESS GROUP MANAGEMENT IN JAPAN**

edited by **Kazuki Hamada** (*Kwansei Gakuin University, Japan*)

**NEW**

With increased competition among business groups, companies need to enhance the value of their business and effectively manage individual firms. This book explores and elucidates business group and inter-firm management in Japanese environments, both theoretically and practically through case studies, survey research and other methodologies. In considering the concept of the "Keiretsu" in Japan, as well as other management methods employed by Japanese companies, this book provides extensive coverage on uniquely Japanese management methods. Examples are the application of evaluation system, execution of M&A, utilization of segment information, management of inter-firm relations, and organizational learning. The analyses, hypotheses and conclusions presented in this book will be useful for business practitioners and scholars.

**250pp (approx.)** **May 2010**  
**978-981-4289-50-4** **£58**  
**978-981-4289-51-1(ebk)** **US\$114**

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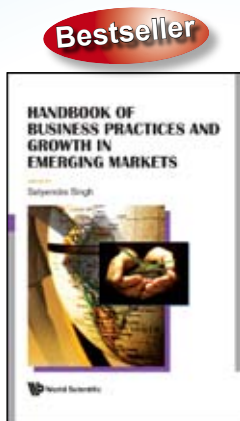
**HANDBOOK OF BUSINESS PRACTICES AND GROWTH IN EMERGING MARKETS**

edited by **Satyendra Singh**  
(University of Winnipeg, Canada)

The *Handbook of Business Practices and Growth in Emerging Markets* consists of a collection of specially commissioned chapters that describe the current business environment, organizational culture, consumer behavior, financial investment climate, and examples of best prevailing practices in emerging markets. It covers all the major functional areas of business — marketing, strategy, operations and finance — in all continents. The focus of each chapter is on the identification of different business issues in different emerging markets (including Asia, Africa and South America) and on the implementation of a proposed set of recommendations, using both qualitative and quantitative techniques to assist in decision-making and in improving organizational efficiency and effectiveness. Readers will also appreciate the multidimensional view of financial and non-financial performance measurement of businesses.

Specifically, the goal of this research-based handbook is to provide a comprehensive guide for business students and managers by discussing a range of issues from the diverse emerging markets and enabling them to develop a strategic mindset for a market-oriented culture. Given the changing business dynamics, government policies and demands in industries, this handbook is both timely and topical.

**576pp** **Oct 2009**  
**978-981-279-177-1** **£89**  
**978-981-279-178-8(ebk)** **US\$176**

**HANDBOOK ON BUSINESS INFORMATION SYSTEMS**

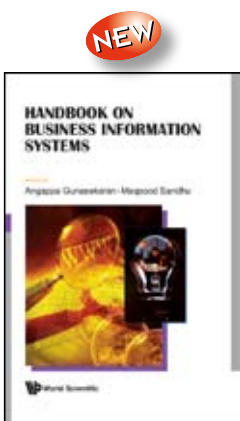
edited by **Angappa Gunasekaran** (University of Massachusetts, USA) & **Maqsood Sandhu** (United Arab Emirates University, UAE)

**Key Features**

- One of the first comprehensive handbooks which combines business and information systems to capture and integrate operations, information technology, people and business
- Brings together interdisciplinary new knowledge from the health care industry and computer science for information systemization
- Explores for the first time, information and logistical management for operational optimization
- Includes the latest advances in health care information systems, business process information systems, industrial management systems and evaluation of business information systems

Part I of the book, "Health Care Information Systems", focuses on providing global leadership for the optimal use of health care information technology (IT). It provides knowledge about the best use of information systems for the betterment of health care services. Part II, "Business Process Information Systems", extends the previous theory in the area of process development by recognizing that improvements in intra-organizational business processes need to be complemented by corresponding improvements in inter-organizational processes. Part III deals with "Industrial Data and Management Systems" and captures the main challenges faced by the industry, such as the changes in the operations paradigm of manufacturing and service organizations. Finally, Part IV, "Evaluation of Business Information Systems", discusses the empirical investigation into the adoption of systems development methodologies and the security pattern of the business systems along with the mathematical models.

**960pp** **Apr 2010**  
**978-981-283-605-2** **£131**  
**978-981-283-606-9(ebk)** **US\$257**

**HANDBOOK OF RESEARCH IN MASS CUSTOMIZATION AND PERSONALIZATION**

(In 2 Volumes)

Volume 1: Strategies and Concepts  
Volume 2: Applications and Cases

edited by **Frank T Piller** (RWTH Aachen University, Germany) & **Mitchell M Tseng** (The Hong Kong University of Science & Technology, Hong Kong)

**Key Features**

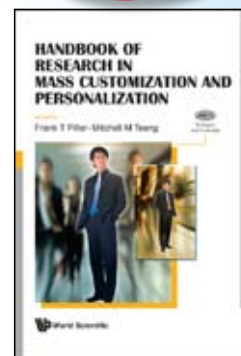
- Provides the latest updates on one of today's most prominent business trends
- Gives the most comprehensive overview of mass customization research and practice
- Features the best practice examples and methods for all stages of the mass customization value chain

A growing heterogeneity of demand, the advent of "long tail markets", exploding product complexities, and the rise of creative consumers are challenging companies in all industries to find new strategies to address these trends. Mass customization (MC) has emerged in the last decade as the premier strategy for companies in all branches of industry to profit from heterogeneity of demand and a broad scope of other customer demands.

The research and practical experience collected in this book presents the latest thinking on how to make mass customization work. More than 50 authors from academia and management debate on what is viable now, what did not work in the past, and what lurks just below the radar in mass customization, personalization, and related fields.

Edited by two leading authorities in the field of mass customization, both volumes of the book discuss, among many other themes, the latest research and insights on customization strategies, product design for mass customization, virtual models, co-design toolkits, customization value measurement, open source architecture, customization communities, and MC supply chains. Through a number of detailed case studies, prominent examples of mass customization are explained and evaluated in larger context and perspective.

**1148pp** **Dec 2009**  
**978-981-4280-25-9(set)** **£285**  
**978-981-4280-28-0(ebk)** **US\$494**

**Bestseller**

 (In 2 Volumes)

**Journal****China: An International Journal (CIJ)**

<http://www.worldscinet.com/cij/>

*China: An International Journal* focuses on contemporary China, including Hong Kong, Macau and Taiwan, covering the fields of politics, economics, society, geography, law, culture and international relations.

While established China scholars are the main target of CIJ, the editors hope the Journal will be of particular interest to new China scholars just beginning their careers.

CIJ is published every March and September.

**Print ISSN: 0219-7472**  
**Online ISSN: 0219-8614**

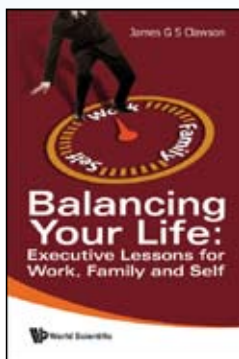




### BALANCING YOUR LIFE

Executive Lessons for Work, Family and Self  
by James G S Clawson (University of Virginia, USA)

James G S Clawson is the Johnson and Higgins Professor of Business Administration at the Darden Graduate School of Business Administration at the University of Virginia. A prolific writer on issues of leadership (e.g. *Level Three Leadership 4th Edition*, *Teaching Management*, and *Creating a Learning Culture*), career management, management development and mentoring, Dr Clawson taught for three years at the Harvard Business School before joining the Darden School where he has been since 1981.



The balance between work and family life is the single most commonly mentioned issue among senior executives worldwide. This book provides a framework for analyzing immediate and long-term balance. Using case studies of how twelve or more executives in various industries have handled the challenge, readers are invited throughout the volume to compare their current structures with those of the subjects in the cases presented.

#### Key Features

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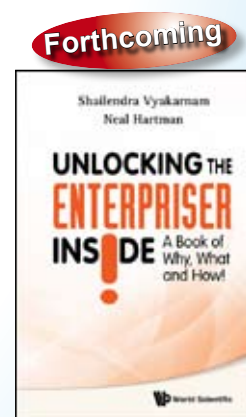
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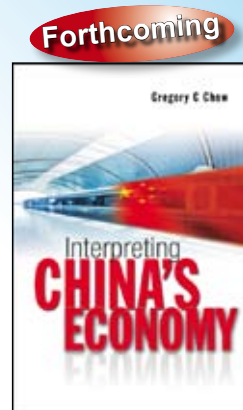
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### INTERPRETING CHINA'S ECONOMY

by **Gregory C Chow**  
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**Gregory C Chow** is Professor of Economics and Class of 1913 Professor of Political Economy, Emeritus, at Princeton University. Educated at Cornell University and the University of Chicago, Prof Chow is a member of the American Philosophical Society and of Academia Sinica and a Fellow of the American Statistical Association and of the Econometric Society. He is the author of 14 books and over 200 articles, specializing in econometrics, dynamic economics, and the Chinese economy, with which he has a long-standing involvement. Prof Chow has served on several committees on Sino-American economic exchanges and has been an adviser to government figures and institutions in China and Taiwan. He is recognized for his contributions to developing and modernizing economics education in China, where he holds honorary posts at nine universities.



This book is unique in covering all important topics of the Chinese economy in depth but written in a language understandable to the layman and yet challenging to the expert. Beginning with entrepreneurship that propels the dynamic economic changes in China today, the book is organized into four broad parts to discuss China's economic development, to analyze significant economic issues, to recommend economic policies and to comment on the timely economic issues in the American economy for comparison.

Unlike a textbook, the discussion is original and thought-provoking. It is written by a most distinguished economist who has studied the Chinese economy for thirty years, after making breathtaking contributions to the fields of econometrics, applied economics and dynamic economics and serving as a major adviser to the government of Taiwan during its period of rapid development in the 1960s and 1970s. In the last thirty years, the author has served as a major adviser to the government of China on economic reform and important economic policies and cooperated with the Ministry of Education to introduce and promote the development of modern economics in China, including training hundreds of economists in China and placing many graduate students to pursue a doctoral degrees in economics in leading universities in the US and Canada. These graduates now plays pivotal roles in China and in the US in academics, business or government institutions. The essays, a culmination of the author's expertise in China over five decades, are being widely read in China. When the author became professor emeritus at Princeton, the University named the Econometric Research Program as the Gregory C Chow Econometric Research Program in his honor.

**Contents:** Economic Development; Economic Analysis; Economic Policies; The American Economy by Comparison.

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