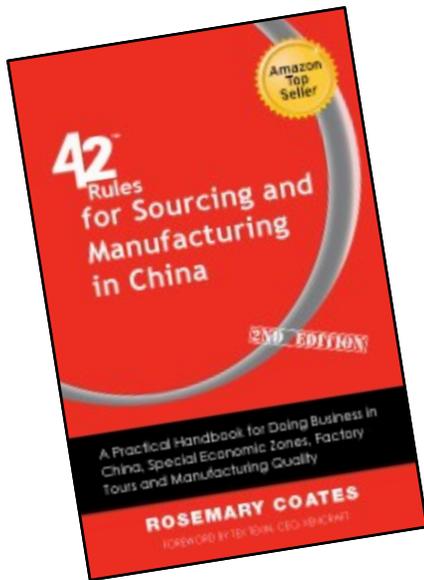


A Practical Handbook for Doing Business in China, Special Economic Zones, Factory Tours and Manufacturing Quality



Doing business in China is tougher than you think. Not only is the culture vastly different, but China's experience in manufacturing is still developing. It will be a few years before the majority of manufacturers are up to world standards. In the meantime, quality, contract laws, schedules and logistics must be closely monitored. As a result, the things Westerners must do to be successful are far different from dealing with American or European manufacturers. The best way to quickly come up to speed on these differences and how to handle them is to learn from the experience of others.



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Through over 20 extraordinary executive interviews, Rosemary Coates captured the essence of sourcing and manufacturing in China.

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- how business is really done
- how you can make things happen in China
- the mistake westerners often make, and how to avoid them
- what made these executives successful

Based on her 25 years of supply chain experience, much of it spent living and working across Asia, Rosemary Coates has become an expert on doing business in China. Her own personal experiences in China are interwoven into this book.

Want More Info? Contact the Author or Janae Pierre, 408-921-1568, janae.pierre@thinkaha.com

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