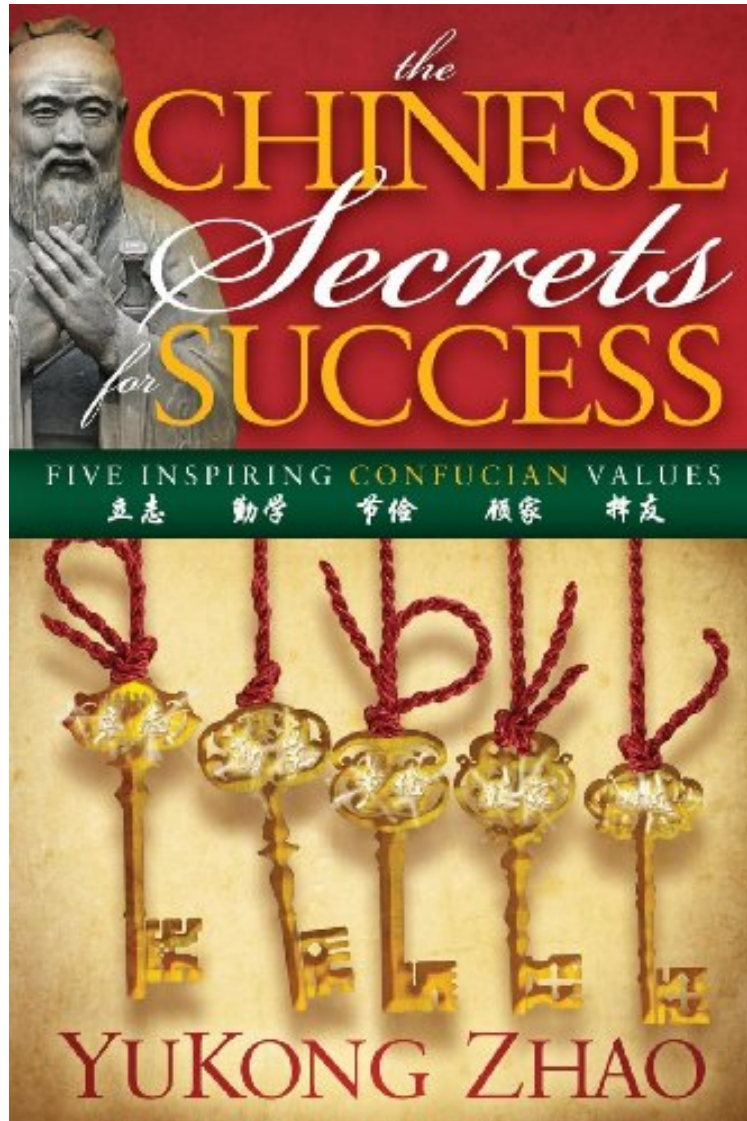


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The Chinese Secrets for Success

YuKong Zhao

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Today, many American families are facing the economic fallout of global competition, a decline in education quality, the potential reduction of Social Security and Medicare benefits, and high oil prices. The answer to these problems can be found in five inspiring Confucian values regarding career aspiration, education, money management, family, and friendship—the untold secrets behind the rise of China and the success of Asian Americans, whom the Pew Research Center calls the highest-income and best-educated racial group in the US. Based on his bicultural living experience and deep understanding of Confucianism, YuKong Zhao connects ancient Chinese wisdom to today's real-life challenges and shares an "inside view" of how Chinese Americans apply these values to their lives and make themselves successful in their careers and as parents. Using an insightful cross-cultural perspective, he advocates a balanced approach that combines the strengths of Confucian values and American culture. He challenges many prevailing pop-culture values and offers sensible solutions that are refreshing, distinctive, and effective.

About the Author YuKong Zhao is Director of China Business Development at Siemens Energy, Inc. He grew up in a Confucianism-influenced family in China and emigrated to the US in 1992. He is an expert in China strategies and has published an industrial strategy book in China. He was interviewed by Wen Jiabao in 2001, then the Deputy Premier of China, and was featured by the Chinese Central Radio Station in 2004 as a successful Chinese American. His professional and personal activities have provided him with great insight into the successful elements of Chinese and American cultural values. He lives with his wife and two high-achieving, well-rounded school-age children in Orlando, Florida.