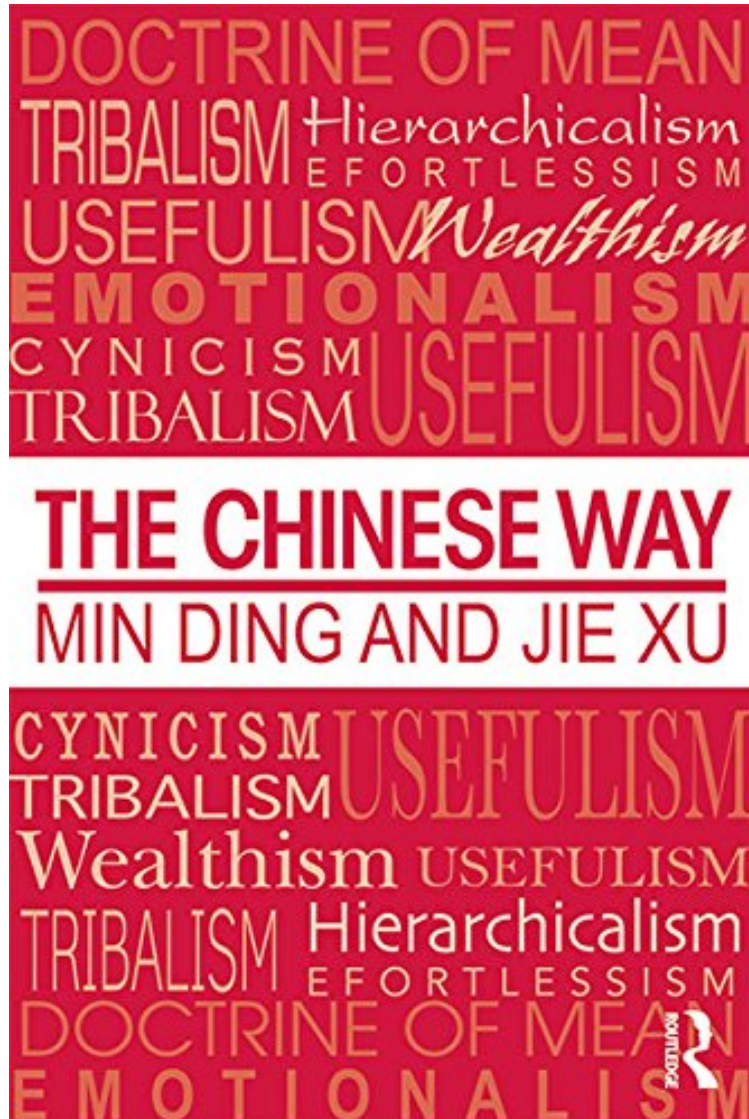


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The Chinese Way

Min Ding, Jie Xu

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Min Ding, Jie Xu : The Chinese Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Chinese Way:

2 of 2 people found the following review helpful. A True treasure trove: A Chinese Business Scholar's Insights about the Chinese Way By Shali Wu "The data we collected constitutes a true treasure trove that would otherwise never be accessible to an outsider." After reading the book from start to finish, I have to say this couldn't be more true. It's actually been a few months since I finished the book, thanks to the advance e-copy from the authors. However, the authors' distinctive methods of gathering the data (like the banquet table "in depth interviews" with Chinese executives); acute cultural insights (like the Pursuit of Quick Success and Instant Benefits and presumption of

untrustworthiness); and timely and updated information (like current Chinese business school faculty salary, the 2014 red bag promotion of Wechat, the WhatsApp equivalent in the US) have all registered in my mind so vividly that it feels as if I just finished reading the book yesterday. I was initially put off by the predictions at the end of each chapter. But by the end I felt it was exactly the short road ahead (future predictions) of each chapter that made me fall into deep reflection. The writing is superb: so many Chinese local expressions are now comprehensible to foreigners. The authors beautifully combine scholarly knowledge with a journalist's appreciation of revealing details from every aspect of Chinese life. It certainly addresses, from a unique angle, what the rest of the world always asks about China's recent rise: What does China want? and what is the Chinese way? The book not only presents the Chinese way in 2014 but it certainly helps indicate the direction of the Chinese way in 2020. This informative and insightful book should be on the bookshelf of any businessman who is interested in truly understanding the world's fastest-rising superpower. --Shali Wu, Professor, Tsinghua University, China

0 of 1 people found the following review helpful. Five Stars
By Customer
Excellent
2 of 2 people found the following review helpful. The "Rosetta Stone" for modern Chinese culture. A must-read for Westerners, especially those doing business in China!
By Kara Gehman
This book is a must-read for anyone who will be visiting or doing business in China or Westerners who want to gain a better understanding of modern Chinese culture. It serves as a cultural bridge between two worlds by situating social, political and business issues in historical and cultural context. As I read this book, I gained deep insights and a nuanced understanding of the complexities associated with modern Chinese society. The authors take an extremely complex subject and make it accessible to Western readers without compromising the rich, nuanced nature of the material. The prose is engaging, and the chapters are relatively short and organized by topic for easy reference; several will make you laugh out loud, others will make you feel quite empathetic. Each chapter provides an honest evaluation of China's present-day strengths and weaknesses and a realistic outlook for the future. Stories in the media about China often make Westerners feel fearful because many have no contextual framework for understanding Chinese behavior. This book provides a framework that will enable Westerners to build relationships based on deep cultural understanding, and establish partnerships in the future that will be beneficial for all.

As business becomes increasingly globalized and China establishes its growing role in the international business environment, developing an understanding of the complex culture is important to anyone acting in the global arena. This book offers readers a thorough and nuanced resource to that end, describing the ever-evolving Chinese way of life circa 2014, based on extensive primary and secondary data. Taking an anthropological approach to achieve a well-rounded representation, the book covers 51 topics that would have been studied if China were a newly discovered civilization. It explores the culture through its examination of the nine core concepts that best represent the Chinese way of life. While the book is a rigorous treatment of the Chinese way of life, it is also filled with personal stories and perspectives from close to 1000 successful Chinese from academia, business, and government. The Chinese Way equips international business students, scholars, and practitioners with a deep understanding of a society that is a major player in global business today and offers a foundation for successful business interactions with Chinese companies, organizations, and people.

From the Author
Readers can refer to tcw2014.org for online materials accompanying this book.