



Marketing Competences and Strategic Flexibility in China

By Wang, Professor Yonggui

Palgrave Macmillan, UK, 2007. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. Available Now. Book Description: In the age of globalization, China presents a unique setting for organizations. However, the uncertainties and ambiguities prevalent in the Chinese business environment, in particular, in the area of creating marketing competences strategic flexibility in the Chinese context, are neither well understood nor effectively negotiated by the international investment community. In addition, the complexities in understanding the Chinese philosophy and Chinese management style have led to the anxieties and hesitation of foreign operators. With examination of what is currently happening in terms of Chinese business, this book addresses Chinese business culture and its turbulent business environment. In particular, this book discusses how firms build and leverage distinctive competences, capabilities of organizational learning and strategic flexibility to achieve superior customer-focused performance in turbulent environments. Therefore, academics, researchers, and business executives on marketing and strategic management will have a strong interest in this book and obtain answers. : About the Author: YONGGUI WANG is Professor of Organizational Strategy and Marketing at the School of Business, Nanjing University, China.: RICHARD LI-HUA is Reader of Technology Management at Newcastle Business School in the UK, and the...



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