

No major enterprise or financial institution can avoid doing business with China – if not directly, then through myriad hidden connections. Global businesses either use Chinese resources or sell to and in China or compete with companies that do. Because there are no avoiding China, business leaders need a framework that orders the different (and seemingly contradictory) streams of data that hint at its future. That framework is The China Strategy. In this invaluable book, Edward Tse explains the ever-changing nature of China's business environment, its increasingly complex relationship with the rest of the world, and the global business implications – not just for our current environment but for the next decade. Change, Tse argues, is taking place in non-linearly. Some dimensions (like Chinese entrepreneurship) are expanding exponentially, while others (like the value of China's labor arbitrage) may be reaching a plateau. Eschewing easy explanations, Tse shows how to build and execute a global business strategy in light of these changes, offering practical advice amidst a sea of simple books that offer too-quick solutions. In a world in which a successful business strategy means a successful China strategy, this book is uniquely positioned to help business leaders navigate the country that cannot be ignored.

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