



# Doing Business in the New China: A Handbook and Guide

*Birgit Zinzius*

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## **Doing Business in the New China: A Handbook and Guide** Birgit Zinzius

China's economy, despite recently weathered challenges, continues to prove attractive to foreign investors, expanding businesses, and entrepreneurs seeking global opportunities. This handbook has been written for anyone with an interest in doing business in China, including the consultants and specialists who work with global companies, but it is far more than an introduction to the Chinese market. Combining a deep knowledge of Chinese culture with her recent experience and continuing work with managers who do business in this sleeping economic superpower, the author brings out the nuances in everything she writes about, e.g., the distinctions among Chinese in income, target market, and geographic region. She demonstrates how Western notions of market segmentation, for example, may be fatally flawed when applied indiscriminately to the same demographically selected categories of Chinese consumers. Investing in China is not some get rich quick scheme. Only those who take the time to fully and thoroughly understand the Chinese market, and how that market is likely to interact with their products or services, will demonstrate the patience necessary to achieve success.

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