

Marketing Competences and Strategic Flexibility in China



Filesize: 2.07 MB

Reviews

It is an awesome book that we have possibly go through. It is actually written in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

MARKETING COMPETENCES AND STRATEGIC FLEXIBILITY IN CHINA



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 Editor of the Journal of Technology Management in China. Size: 14 x 1.8 x 21.6 cm. 280 pages. Quantity Available: 1. Shipped Weight: Under 500 grams. Category: Business, Finance & Marketing; Accounting. ISBN: 0230013503. ISBN/EAN: 9780230013506. Inventory No: F170-1103.



[Read Marketing Competences and Strategic Flexibility in China Online](#)
[Download PDF Marketing Competences and Strategic Flexibility in China](#)

Other Kindle Books



Ask Dr K Fisher About Dinosaurs

Kingfisher, Great Britain, 2007. Softcover. Book Condition: New. Sheppard, Kate (illustrator). 32 pages. Multiple copies of this title available. For the first time, Kingfisher brings its expertise in beautifully-designed, trusted non-fiction to the sphere of...

[Read ePub »](#)



Love My Enemy

Andersen, UK, 2004. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Zee (short for Zara) lives in a quiet suburb of Belfast, with an apparently idyllic family life. But Zee's father was shot...

[Read ePub »](#)



Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 146 Publisher: Higher Education Pub. Date :2009-07-01 version 2. This book is...

[Read ePub »](#)



JA] early childhood parenting :1-4 Genuine Special(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2006-01-01 Pages: 179 Publisher: the China Pictorial Our book is all...

[Read ePub »](#)



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book....

[Read ePub »](#)



Topsy and Tim: The Big Race - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Topsy and Tim: The Big Race - Read it Yourself with Ladybird: Level 2, Jean Adamson, This is an enhanced read-along audio ebook from Ladybird. An

[Download Book »](#)



Ne ma Goes to Daycare (Paperback)

AUTHORHOUSE, United States, 2015. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is about a little biracial (African American/Caucasian) girl's first day

[Download Book »](#)



Readers Clubhouse Set a a Truck Can Help (Paperback)

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. 229 x 145 mm. Language: English . Brand New Book. This is volume eight, Reading Level 1, in a comprehensive program (Reading Levels 1

[Download Book »](#)



World famous love of education(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2010-01 Publisher: Popular Literature Publishing 0.27 Description Amicis. born in 1846 in

[Download Book »](#)



Readers Clubhouse Set a Nick is Sick (Paperback)

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Carol Koeller (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume three, Reading Level 1, in a comprehensive program

[Download Book »](#)