

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance

By Sea-Jin Chang

Download now

Read Online

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang

As a consequence of aggressive competition, Chinese industries have become increasingly consolidated. While the extent to which emerging local firms can challenge well-established multinational firms varies by industry, there are common characteristics of 'winners' within each firm type. A handful of multinational and local firms emerged victorious by acquiring small, weak, and regional players to become truly national players. During this process, weaker multinational firms were crowded out of the market by stronger multinationals as well as by emerging local powerhouses. The successful local firms that survive competition in China have global ambitions and venture into international markets, challenging foreign multinational firms in the global marketplace.

This book examines how multinational firms grew their operations in China and how successful local firms emerged from the restructuring process, as well the competition between them, in the fierce marketplace of China's economic reform. While anecdotal evidence on this topic is widespread, there exists no comprehensive research. This book seeks to address this gap by rooting its discussion in the author's extensive and rigorous statistical analyses and detailed case studies across five industries: consumer products, beer, telecom, automobile, and steel.

Download Multinational Firms in China: Entry Strategies, Co ...pdf

Read Online Multinational Firms in China: Entry Strategies, ...pdf

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance

By Sea-Jin Chang

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang

As a consequence of aggressive competition, Chinese industries have become increasingly consolidated. While the extent to which emerging local firms can challenge well-established multinational firms varies by industry, there are common characteristics of 'winners' within each firm type. A handful of multinational and local firms emerged victorious by acquiring small, weak, and regional players to become truly national players. During this process, weaker multinational firms were crowded out of the market by stronger multinationals as well as by emerging local powerhouses. The successful local firms that survive competition in China have global ambitions and venture into international markets, challenging foreign multinational firms in the global marketplace.

This book examines how multinational firms grew their operations in China and how successful local firms emerged from the restructuring process, as well the competition between them, in the fierce marketplace of China's economic reform. While anecdotal evidence on this topic is widespread, there exists no comprehensive research. This book seeks to address this gap by rooting its discussion in the author's extensive and rigorous statistical analyses and detailed case studies across five industries: consumer products, beer, telecom, automobile, and steel.

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang Bibliography

- Sales Rank: #5129556 in Books
- Published on: 2013-12-31
- Original language: English
- Number of items: 1
- Dimensions: 6.40" h x 1.00" w x 9.30" l, 1.26 pounds
- Binding: Hardcover
- 272 pages

Download Multinational Firms in China: Entry Strategies, Co ...pdf

Read Online Multinational Firms in China: Entry Strategies, ...pdf

Download and Read Free Online Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang

Editorial Review

Review

"Professor Sea-Jin Chang's book is a must-read for scholars and analytically minded practitioners seeking deep insight into competition in the world's most hotly contested market: China. *Multinational Firms in China* seamlessly blends rigorous academic research with informative case studies, distilling the complex competitive dynamics that exist between local Chinese enterprises and Western multinational firms. As such, it provides an inspiring model for studying managerial and competitive practices from an ambicultural perspective."--Ming-Jer Chen, Leslie E. Grayson Professor of Business Administration, the Darden School, University of Virginia, and Fellow and Past President, the Academy of Management

"Professor Sea-Jin Chang's book is a continuation of his stellar research on foreign direct investments in China. This book is data-driven and rich in empirical details and conceptual frameworks. The standard work on FDI in general and FDI in China in particular typically focuses on dynamics at the country, regional, or industry levels. Professor Chang's contribution is that he has marshaled impressive firm-level data that allowed him to examine FDI dynamics in far greater details than others have done. I recommend this book highly and enthusiastically."--Yasheng Huang, Professor of International Management, MIT Sloan School of Management

"Sea-Jin Chang brings his masterful academic sleuthing and deep knowledge of East Asia to bear on a topic of great salience to academics, managers, and policymakers around the world, how competition in China has unfolded. Like India, China means different things to different people; it is complex enough to encompass many perspectives. Chang's embrace of the analytical challenge of dealing with this complexity, through statistical analyses and fieldwork, is what makes Chang's analysis relevant and riveting."--Tarun Khanna, author of *Billions of Entrepreneurs* and *Winning in Emerging Markets*

About the Author

Sea-Jin Chang, *Provost's Chair Professor of Business Administration, National University of Singapore*

Sea-Jin Chang is a Provost's Chair Professor of Business Administration, National University of Singapore. He received his Ph.D. in strategic management from the Wharton School of the University of Pennsylvania. He previously taught at the Stern School of Business of the New York University, and had visiting appointments at Stanford Business School, INSEAD, London Business School, Hitotsubashi University, and Wharton School. His research has been published in journals and recent books include *Sony vs. Samsung: The Inside Story of the Electronics' Giants Battle for Global Supremacy* (Wiley, 2008), *The Rise and Fall of Chaebols: Financial Crisis and Transformation of Korean Business Groups* (Cambridge University Press, 2003), and *Business Groups in East Asia: Crisis, Restructuring and New Growth* (Oxford University Press, 2006).

Users Review

From reader reviews:

Wallace Long:

Why don't make it to be your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite guide and reading a reserve. Beside you can solve your condition; you can add your knowledge by the e-book entitled Multinational Firms in China: Entry Strategies, Competition, and Firm Performance. Try to face the book Multinational Firms in China: Entry Strategies, Competition, and Firm Performance as your pal. It means that it can for being your friend when you really feel alone and beside regarding course make you smarter than in the past. Yeah, it is very fortuned to suit your needs. The book makes you considerably more confidence because you can know every thing by the book. So , let us make new experience in addition to knowledge with this book.

Tina Wilson:

Now a day people that Living in the era wherever everything reachable by connect with the internet and the resources inside it can be true or not require people to be aware of each information they get. How many people to be smart in having any information nowadays? Of course the solution is reading a book. Studying a book can help folks out of this uncertainty Information especially this Multinational Firms in China: Entry Strategies, Competition, and Firm Performance book because book offers you rich details and knowledge. Of course the info in this book hundred per cent guarantees there is no doubt in it as you know.

Joy Becker:

The reason why? Because this Multinational Firms in China: Entry Strategies, Competition, and Firm Performance is an unordinary book that the inside of the e-book waiting for you to snap it but latter it will distress you with the secret that inside. Reading this book alongside it was fantastic author who write the book in such amazing way makes the content within easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of advantages than the other book include such as help improving your ability and your critical thinking method. So , still want to hold off having that book? If I have been you I will go to the guide store hurriedly.

Kenneth Cunningham:

As we know that book is vital thing to add our expertise for everything. By a publication we can know everything we want. A book is a range of written, printed, illustrated or maybe blank sheet. Every year ended up being exactly added. This book Multinational Firms in China: Entry Strategies, Competition, and Firm Performance was filled concerning science. Spend your time to add your knowledge about your science competence. Some people has distinct feel when they reading some sort of book. If you know how big benefit of a book, you can really feel enjoy to read a guide. In the modern era like at this point, many ways to get book you wanted.

Download and Read Online Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang #9UD8APNTRWY

Read Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang for online ebook

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang books to read online.

Online Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang ebook PDF download

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang Doc

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang Mobipocket

Multinational Firms in China: Entry Strategies, Competition, and Firm Performance By Sea-Jin Chang EPub