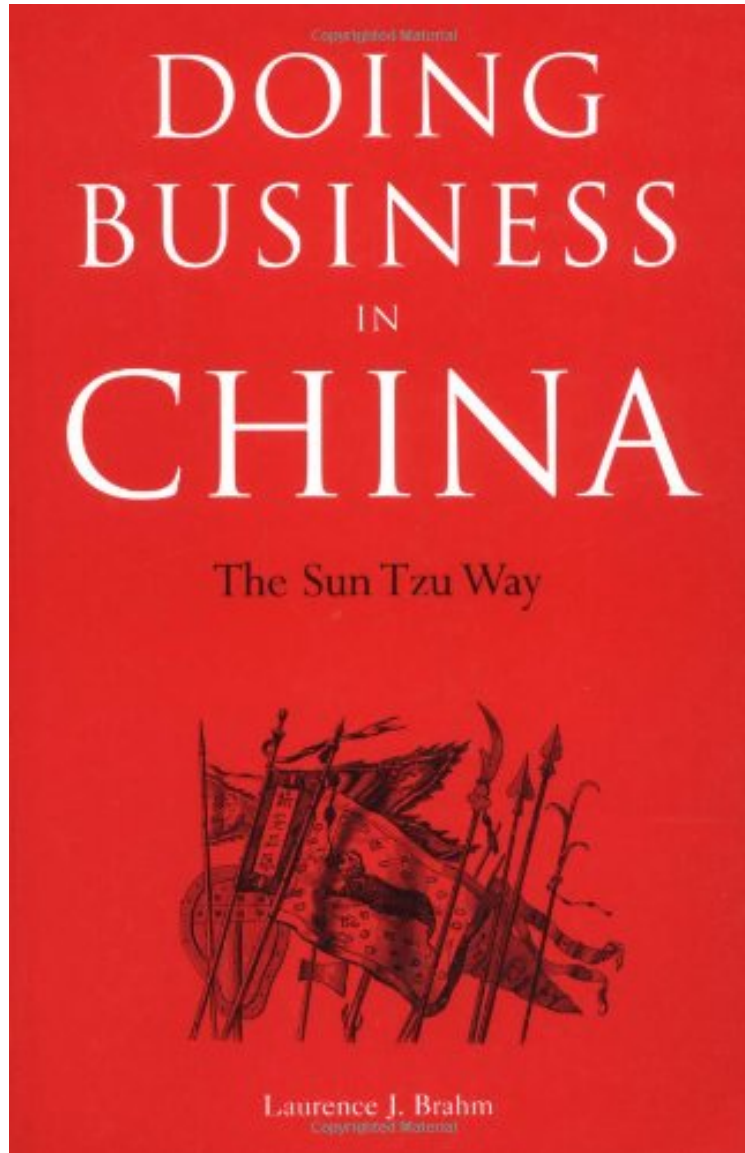


(Download) Doing Business in China: The Sun Tzu Way

## Doing Business in China: The Sun Tzu Way

*Laurence J. Brahm*

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**Laurence J. Brahm : Doing Business in China: The Sun Tzu Way** before purchasing it in order to gage whether or not it would be worth my time, and all praised Doing Business in China: The Sun Tzu Way:

"Strike hard, retreat, seize a position, reject compromise, and strike again." These are common negotiating tactics in a country with a long history of strategic philosophy. Drawing from the lessons of China's ancient military classic, Sun

Tzu's *The Art of War*, Laurence J. Brahm applies these strategies to the foibles and successes of foreign and Chinese negotiators in China struggling to bridge cultural gaps in the process of closing deals. This revealing and humorous book offers a collection of real-life "war stories" and untold truths about hard knocks at the negotiating table. It is essential reading for business executives planning their business strategies for entering the Chinese market, and for mastering the art of negotiating.