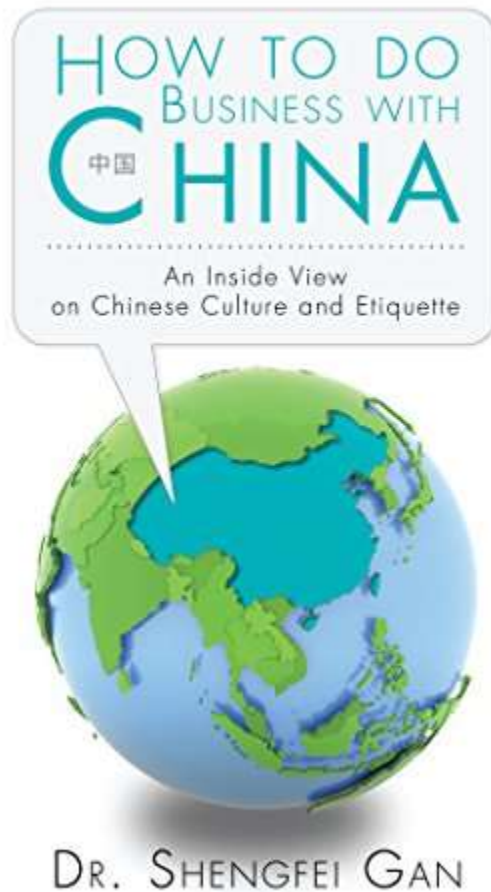


Introducing a Book:
How To Do Business With China:
An Inside View on Chinese Culture and Etiquette
Author: Dr. Shengfei Gan
Kindle Edition

=====



Courtesy:

https://www.amazon.com/gp/product/B00B77ALL8?pf_rd_r=Y5PK1QVXVZM8GC4KQAGQ&pf_rd_p=5ae2c7f8-e0c6-4f35-9071-dc3240e894a8&pd_rd_r=6c7817af-bde5-4e7c-96c5-c1189d44a9b2&pd_rd_w=yr3VT&pd_rd_wg=EAB3A&ref=pf_rd_gw_unk

This book gives us a detailed introduction to do ways of doing business with China, the most influential non-European business in the world. Practicing Culture in Business is an important aspect dealt with in this book. The past ancient China, China of the Communist Movement and Modern Day China are all dealt with relevant examples, easy to follow and understand.

The book is divided into several chapters/parts.

1. **Introduction** presents an overview of the China Impact on the world. It also deals with “Made in China”. A wide variety of consumer products are manufactured in China and sold worldwide. Many departmental stores in India carry less expensive products. Often people go into a departmental store and look for a variety of consumer products manufactured in China because these are less expensive. Big chain stores in India, USA and Europe order consumer products from China for sale at reduced price compared with local products. Import and Export business is highlighted in this section among other things.

2. **The Future of China.** A question is raised in this section or chapter: Is the China Boom Over? The section also discusses the challenges China faces. The Wealth Gap found in China is discussed. The capitalistic Communist Government has many goals apart from Business success. Will this result in a bubble is the question raised and discussed. Corruption in a variety of forms is also pointed out.

3. **A Brief History of China.** This section/chapter focuses on the dynasties which ruled China. These dynasties had effective control over the Chinese people who are all from a variety of ethnic groups, with distinct dialects/languages and cultures. Communist takeover continued with the focus on centralized ruling power, almost similar to dynasty rule. Unification of Chinese occupied territories continues to be the focus of People’s Republic China. Feudalism continues in some form, and business enterprises are encouraged to be dynamic and profit making, while at the same time they are undoubted under the supervisory control of Communist machinery. The Original Communist China is different from Contemporary China. Westernization continues to expand in the daily lives of the Chinese people.

4. The section/chapter on **Chinese Language** is an extremely useful chapter. It gives us an interesting introduction to Chinese language. Word sequence in Chinese is presented. Terms of addresses, how to use key words, pronunciation, the written language, idioms, direct and indirect expressions are presented. Chinese language/dialects use tones, but the quality and distribution of tones are different from the Tibeto-Burman group languages in North-East Indian states. The chapter is a good introduction to the grammar, Chinese names, etc. Highly recommended also for the students of linguistics.

5. This section/chapter is on **Chinese Culture**. Confucianism, Taoism and other religious sects or theologies are presented. Indian business management students will learn a lot on ways of life and worship of the Chinese people. Fatalism is an integral part of the Chinese culture. It is indeed easy for Indians to understand the overall theological perspective of the Chinese people. For example, there is common belief that the duration and the degree of prosperity or misery of a person’s life depend chiefly upon two things: the preordained fate and the person’s behavior in life. The first

refers to the duration of life prescribed for the person when he or she was born; the second refers to whether the person has been a good or a bad person. We also need to understand Confucianism. The basic elements of Confucianism include its focus upon man's ability to improve himself through proper education, adherence to the worship of ancestors, indifference towards the spiritual beings even when they were propitiated, and social propriety. Confucianism indeed has great influence on the Chinese people, especially the emphasis on man's ability to improve himself through proper education. Confucius became a learned person all through his own effort. He did not have the benefit of a regular teacher. In his twenties he came to be known as a great learned man, and he attracted students early in that age.

Other sections/chapters in this useful book include: **6. Cultural Roots: Ying-Yang, 7. Doing Business the Chinese Way, 8. Your China Strategy, and 9. Working in China.**

Every section/chapter in this book can be read independently. Yet going from the section/chapter Introduction to section/chapter 9 on Working in China is highly recommended.

=====

M. S. Thirumalai, Ph.D.

msthirumalai2@gmail.com