



# **Selling to China: A Guide to Doing Business in China for Small- and Medium-Sized Companies**

*Stanley Chao*

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## **Selling to China: A Guide to Doing Business in China for Small- and Medium-Sized Companies**

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The conventional wisdom that only large corporations can do business in China is a thing of the past. Small- and medium-sized businesses today enjoy the same opportunities in China once granted only to large, multinational conglomerates. In *Selling to China*, author Stanley Chao helps all businesses: learn effective ways to deal with Chinese businesspeople and private and state-owned companies; analyze whether certain products or services are viable for the Chinese market; understand the psyche of the "Mao Generation" Chinese who are now China's business owners, executives, and government leaders; and develop low-cost, market-entry strategies. Filled with clear, tangible steps and applicable personal anecdotes, *Selling to China* bridges the gap between Western and Chinese cultures, languages, and histories to help businesses enter the Chinese marketplace.

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