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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...

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- Released at 2007



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