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Guanxi: Relationship Marketing in a Chinese Context

Erdener Kaynak, Y.H. Wong, Thomas Leung

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Guanxi: Relationship Marketing in a Chinese Context Erdener Kaynak, Y.H. Wong, Thomas Leung Develop a network of successful business relationships in China!This systematic study of the Chinese concept of guanxi--broadly translated, ”personal relationship” or ”connections”--offers a comprehensive social and professional model for doing business in China. In addition to a clear analysis of the origins and meanings of this vital concept, Guanxi: Relationship Marketing in a Chinese Context empowers you with practical tools for establishing guanxi in order to facilitate successful business relationships. Guanxi is based on an original research study as well as the authors’twenty years of experience of doing business in China. Their understanding of the implications of face, favor, reciprocity, honor, and interconnectedness--all vital parts of guanxi--will enable you to understand the unstated assumptions of Chinese business culture. Moreover, the book discusses the legal implications of guanxi as well as cultural expectations.This valuable handbook offers a wealth of information on guanxi:

- case studies of guanxi in action
- managerial implications of saving face and reciprocity
- measuring guanxi quality and performance indicators
- step-by-step instructions for building guanxi
- detailed strategies for penetrating the Chinese market

Guanxi is an indispensable tool for anyone wanting to do business in China, for students of international business or Chinese culture, and for scholars interested in international business culture.

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