

《龙行天下(改变全球竞争格局的中国成本创新)DRAGON AGONS AT YOUR DOOR》

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内容简介

The new competitive challenge from Chinese businesses is like nothing seen by Western companies since the Japanese arrived twenty years ago with their cars and consumer electronics. To fend off these fierce competitors, managers must forget yesterday's image of Chinese companies as producers of cheap, low-quality imitations flooding world markets. In fact, by strategically implementing what the authors call cost innovation, Chinese firms are advancing into high-end products and industries and competing for such high-value activities as engineering, design, and even R&D.

The first book to examine this new competitive force, *Dragons at Your Door* exposes the strategies, strengths, and weaknesses of these fast-rising Chinese competitors, surfaces the underlying logic that enables Chinese firms to attack high-end industries, and provides critical new insight into these very different competitors.

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