## 《资本主义的中国 CAPITALIST CHINA: REVOLUTIONIZED》

## 书籍信息

版次:1 页数:240 字数: 印刷时间:2003年12月01日 开本: 纸张:胶版纸 包装:精装 是否套装:否 国际标准书号ISBN:9780470821084

## 内容简介

China is steadily emerging as the economic miracle of the 21st century. Its transition from a statecontrolled to a capitalist economy has occurred at a remarkable pace. It is only twenty-five years ago that Deng Xiaoping initiated revolutionary economic reforms to open up China. The country 's unprecedented growth is nurturing a new wave of world-class companies that are beginning to make an impact on the world 's markets. But is China 's growth sustainable? And what are its implications for the world 's companies?

作者简介:

Jonathan Woetzel is a director in McKinsey & Company's Greater China office (Beijing, Shanghai, Hong Kong, Taipei), and leader of its corporate finance practice in China. A co-founder of McKinsey's Shanghai office, where he has been based since 1994, Dr. Woetzel has also worked in McKinsey's Hong Kong, Los Angeles, New York, and Zurich offices. China is steadily emerging as the economic miracle of the 21st century. Its transition from a state-controlled to a capitalist economy has occurred at a remarkable pace. It is only twenty-five years ago that Deng Xiaoping initiated revolutionary economic reforms to open up China. The country 's unprecedented growth is nurturing a new wave of world-class companies that are beginning to make an impact on the world 's markets. But is China 's growth sustainable? And what are its implications for the Jonathan Woetzel is a director in McKinsey & Company's world 's companies? 作者简介: Greater China office (Beijing, Shanghai, Hong Kong, Taipei), and leader of its corporate finance practice in China. A co-founder of McKinsey's Shanghai office, where he has been based since 1994, Dr. Woetzel has also worked in McKinsey's Hong Kong, Los Angeles, New York, and Zurich offices. Dr. Jonathan R. Woetzel, a Director in McKinsey & Co. 's Shanghai office, provides a factbased perspective of China's economic revolution. While risks remain, China's transformation from planned to market economy is beyond the point of no return. Competitive advantage has replaced government relationships as China's business currency. Applying an industry-byindustry perspective, Dr. Woetzel pinpoints the important trends and opportunities affecting the key industrial and service sectors, and determines the key success factor in each. Leaders of successful local and global companies such as Legend Computer, BP, LVMH, Orient Overseas, BHPB, Corning and Portman Holdings add their personal experience and perspectives on what it takes to win in China. They share their unique insights into the strategic factors that have driven then to invest, and describe the organizations that they have build in China. With over 150 consultants in Hong Kong, Beijing, Shanghai and Taipei, McKinsey & Co. has been the leading management consulting firm in Greater China for over two decades. Drawing on that experience, this book is an indispensable guide for business executives as well as an informative introduction to the Chinese economic phenomenon. 显示全部信息

## 目录

Acknowledgments

Foreword

- 1: Why China is Changing.
- 1.1 Moving to a Market Economy.
- 1.2 China in the WTO: What Will Really Change?
- 2: The High-Tech Revolution
- 2.1 Taking kChina's Consumer Electronics Companies Global.
- 2.2 Legend: Building a Computer Giant.
- 2.3 Designing Success in Semiconductors.
- 2.4 Corning: Riding Rapid Growth and the High-Tech Boom.
- 3: Trouble in the Heartland
- 3.1 A Tune-Up for China's Auto Industry.
- 3.2 Remaking China's Giant Steel Industry.
- 3.3 China's Evolving Logistics Landscape.
- 3.4 Orient Overseas: Winning in Asian Shipping.
- 4: Energizing Energy
- 4.1 The Great Gas Game.
- 4.2 BP: Investing with Energy.
- 4.3 Reshaping Petrochemicals.
- 4.4 BHPB: Building a Rock-Solid Business.
- 4.5 Coalescing around Coal.
- 5: Reviving Retail
- 5.1 Roadside Retail.
- 5.2 LVMH: Defining Luxury.
- 5.3 Saving China's Department Stores.
- 6: Modernizing Services
- 6.1 Managing Chinese Funds.
- 6.2 Portman Holdings: Building the Community
- 6.3 Transforming the Media.
- 7: Success Factors in Investment
- 7.1 Investing in Post-WTO China.
- 7.2 Restructuring Alliances.
- 8: A Closing Word
- Index

本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。 更多资源请访问www.tushupdf.com