



## The End of Copycat China: The Rise of Creativity, Innovation, and Individualism in Asia (Hardback)

By Shaun Rein

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. China s changing course, and sustainable success requires a shift in strategy The End of Copycat China helps business executives and investors understand how China s economy is shifting from one based on heavy investment to one on services and consumption by providing insight that help shape effective strategy. Drawing from over 50,000 interviews with entrepreneurs, venture capitalists, private equity investors, private Chinese companies, and multinationals, this book describes how Chinese firms are increasingly focused on innovation rather than copying what worked in America and how consumers are evolving with their hopes, dreams and aspirations. China s growth model of the last three decades is becoming increasingly ineffective, as relying on heavy investment and exports is becoming less and less feasible. Fifty percent of China s growth in 2013 stemmed from consumption, the government is establishing a Free Trade zone in Shanghai and ending the dominance of state-owned enterprises. This book provides a roadmap for companies and investors looking to navigate these changes and capture emerging trends, with deep insight and practical guidance on what innovation looks like in the new China....



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