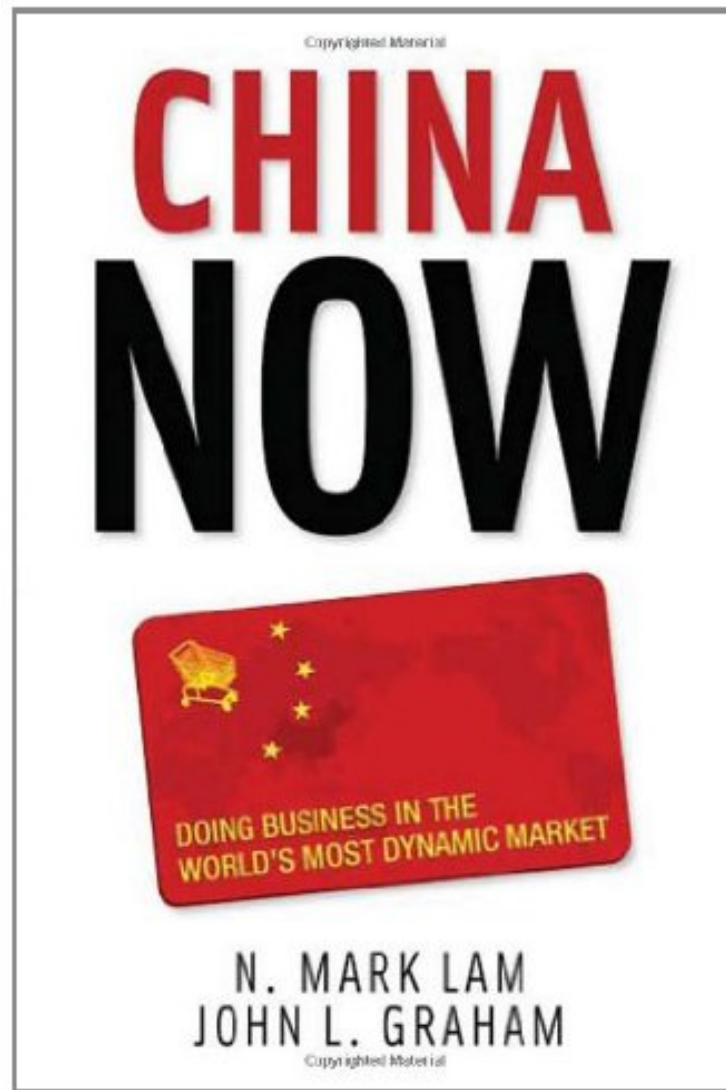


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## **China Now: Doing Business in the World's Most Dynamic Market: Doing Business in the World's Most Dynamic Market**

*N. Mark Lam, John Graham*

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this means in face-to-face business interactions. Lam and Graham provide us with an original, integrative account of the cultural and psychological foundations of cross-cultural negotiations and weave these into a masterful specification of practical guidelines. This is a splendid book with much value for practitioners and academicians alike.

-Richard P. Bagozzi, Professor of Marketing, University of Michigan

"China has changed faster than the misconceptions held by most international business people. John Graham and Mark Lam provide a clear framework of Chinese history and culture to help readers prepare for, negotiate, and establish sustainable business relationships. Their advice and strategies are born of true insights, not stereotypes."-David Murphy, President, Saatchi Saatchi

"This is an exceptional analysis of a complex culture and a sophisticated business community. A must read for western business people."-Edwin D. Fuller, President Managing Director, Marriott

"China Now is a must read for any foreigner wanting to succeed in the world's most challenging and fastest growing market. Mark Lam and John Graham provide a unique and very necessary perspective to the complex dynamics of negotiating with the Chinese. The multitude of lessons learned and prescriptions are provocative, insightful and, most of all, practical."-Dean Yoost, Former Managing Partner in both China and Japan, now Senior Advisor to the Group Companies of PricewaterhouseCoopers in Japan

About the Author

N. Mark Lam is an attorney and business advisor specializing in East-West negotiations, and is the CEO of the world's largest Internet radio network, Live365.com. His area of expertise is in forming global alliances and resolving business and legal conflicts for global high-tech companies, including Philip Electronics and Hon Hai Precision Industry Co., Ltd. John L. Graham is a Professor of International Business at the Paul Merage School of Business, University of California, Irvine, and a world recognized scholar in the area of international business negotiations. During the last 25 years, he has provided advice and training to executive groups at Fortune 500 companies and other institutions, including Toyota, Honeywell, Ford, ATT, and the U.S. State Department.