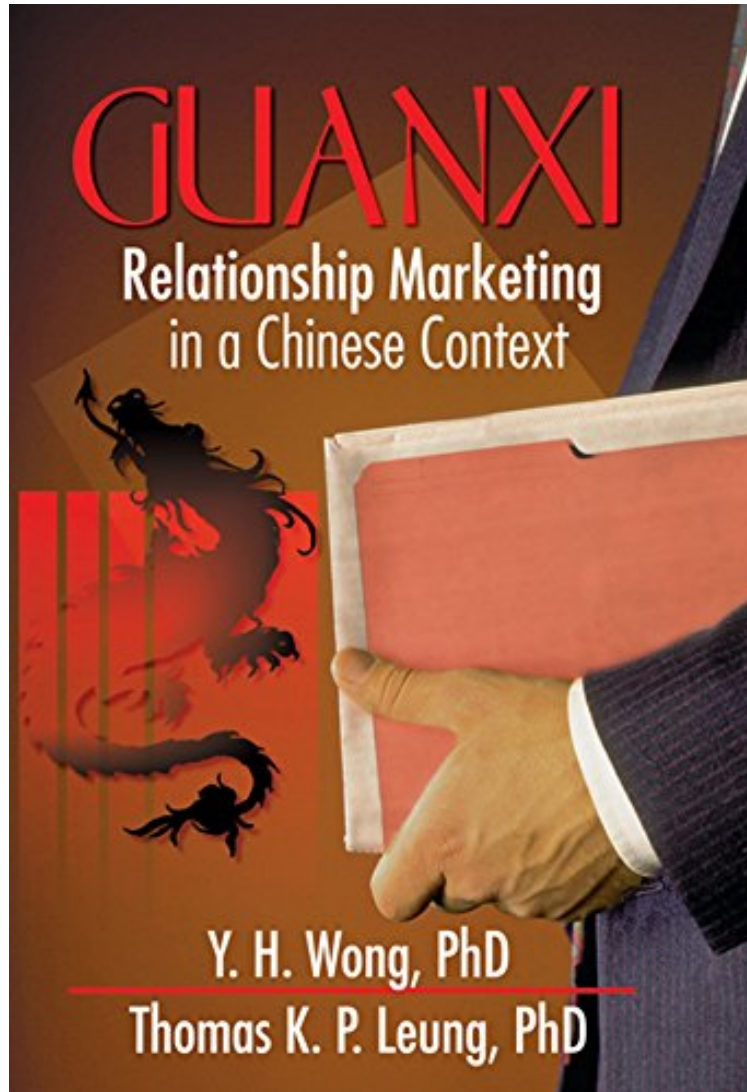


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## Guanxi: Relationship Marketing in a Chinese Context

*Erdener Kaynak, Y.H. Wong, Thomas Leung*  
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**Erdener Kaynak, Y.H. Wong, Thomas Leung : Guanxi: Relationship Marketing in a Chinese Context** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guanxi: Relationship Marketing in a Chinese Context:

0 of 0 people found the following review helpful. Must Read for anyone doing Business in China By S. Raz This book is an absolute MUST READ for anyone even thinking of doing business in China. The best recommendation I can give is to read the book before going to China. Then, travel to China a handful of times for business (i.e. 2-3 trips). Then, re-read this book. You will be amazed at how spot-on it is in so many ways. The authors really nail the process of developing relationships with the Chinese to facilitate business transactions that actually work and perform for both parties. I enjoy theoretical approaches to topics and issues. This book feels very research based and, in many ways,

quite theoretical. I feel this approach, particularly as it applies to Guanxi, is an appropriate approach to what is a very intricate and complex issue. There are many nuances from person to person, business to business, and industry to industry that I feel a more theoretical understanding of Guanxi is much more effective rather than a book chock full of "real life examples that teach you what to do, and what not to do". In addition, this book explains the historical importance of Guanxi and how the Political and Legal system within China fostered such a powerful need for Guanxi in order for business to take place. I read this book early on when I started doing business with China. That was 4 years ago, and it has put me well ahead of the learning curve. Guanxi truly is the lubrication through which business happens here in China. Many with a Western Business mindset and education come to China and find it so odd, sometimes even "backwards", with the way business appears to take place. At times, I've seen Westerners want to apply Western Management principles in order to hold the Chinese "accountable" to the agreement. This book makes it clear why holding the other party "accountable to the agreement" won't work. After spending some time in China, you'll then realize why that concept is almost absurd! That is until you've developed Guanxi, and all of a sudden you see how Western Management practices, in many ways, are principally practiced in China. But, you must develop and gain that Guanxi before you can expect a mutually beneficial relationship. If you are doing any kind of business with China, the time invested in this book will pay dividends and save headaches.

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.