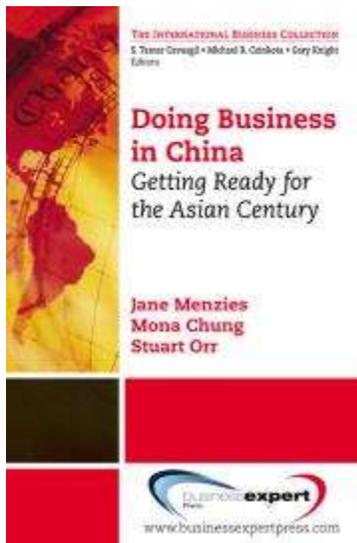

PM WORLD BOOK REVIEW



Book Title: ***Doing Business in China: Getting Ready for the Asian Century***

Author: **Jane Menzies, Mona Chung, Stuart Orr**

Publisher: **Business Expert Press**

List Price: US\$29.95

Format: soft cover; 230 pages

Publication Date: 2012

ISBN: 978-1-60649-344-1

Reviewer: ***Conrado Morlan, PgMP, PMP***

Review Date: March, 2013

Introduction to the Book

The book has a specific focus on Australian companies doing business in China but provides a framework that can be reused for companies with Anglo-Saxon culture trying to penetrate the Chinese market. The reader's cultural factor will play an interesting role while reading this book and most likely you will find differences on how the Australians and Chinese do business compared with your own culture.

China's economic growth and turning into a global economy had been appealing to other countries in the world that are looking for ways to internationalize to China. The book reviews experiences of several Australian companies and how those companies faced challenges in communication, corruption, legal practices, regulations and establishing and operating a company among others and how those challenges were approached.

The book provides good insights about Chinese culture that would be useful for project managers that may have team members from China in their project team. Culture, in particular national culture, is an element that always plays a big role in project teams. Thus, project managers need to be familiar to understand the values and behaviors of every culture's team member.

Overview of Book's Structure

The book is organized in ten chapters. Chapter 1 introduces the reader in the content of the book. Chapter 2 explores the trade and investment climate in China. Chapter 3 will help the reader to understand deeply the cultural values associated with “doing business” in China. Chapter 4 is devoted to the political system. Chapter 5 and 6 walk the reader thru the legal and intellectual property framework in China. Chapter 7 shares the experiences of the Australian companies. Chapter 8 describes the entry modes used by the Australian companies. Chapter 9 discusses the issues about human resources in China and Chapter 10 concludes the book with a summary and key findings.

Highlights: What's New in this Book

It is a great resource for companies looking to do business in China. The details of cultural values associated with “doing business” in China apply to business people as well as project managers. The unknown “Talent War” and scarcity of skilled talent.

Highlights: What I liked!

The book is easy to read, provides useful examples for every situation discussed in the book. Even when the book is the result of a research work is an easy to read book.

Shortfalls: What was Missing!

In my opinion there are no shortfalls.

Who might benefit from the Book?

- Business People planning to do business in China
- Project Managers dealing with a Chinese project team
- Anybody planning to relocate to China

Conclusion

What had made companies successful in other countries will not make them successful in China. The companies trying to penetrate the Chinese market need to be patient and understand the culture and all other factors involved in doing business in China.

As the Chinese proverb says: *“If you are patient in one moment of anger, you will escape a hundred days of sorrow.”* Thus companies and personnel need to acquire and master cultural awareness, and plan and define their strategy based on the new business environment they will face when trying to internationalize to China.

Doing Business in China Getting Ready for the Asian Century by **Jane Menzies, Mona Chung, Stuart Orr** published by **Business Expert Press**, 2012, ISBN 978-1-60649-344-1, \$29.95 USD 230 pages, soft cover. More at <http://www.businessexpertpress.com/books/doing-business-china-getting-ready-asian-century>

Editor's note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – www.pmidallas.org). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.net.

About the Reviewer



Conrado Morlan



Conrado Morlan, PgMP, PMP, is a global program and project manager with more than twenty years of experience leading information technology projects for multinational companies in North America, Mexico, South America and Europe. Mr. Morlan experience spans the Information Technology, Retail, Finance and Telecommunication industries and he has a wide breath of knowledge in project management topics including leading and managing multi-cultural and virtual teams.

Mr. Morlan was one of the first individuals to achieve the PgMP credential in Latin America and was the recipient of the PMI 2011 Distinguished Contribution Award for his activities and influence in championing Project Management to Spanish-speaking practitioners and organizations. Mr. Morlan has spoken at several conferences in USA, Mexico and Central America and is a frequent collaborator with [Voices on Project Management](#), PMI official blog. You can reach Mr. Morlan at conrado@thesmartpm.com