



Guanxi and Business Strategy: Theory and Implications for Multinational Companies in China (Contributions to Management Science)

Eike A. Langenberg

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This book examines a topic of paramount importance to those doing business with China: the impact of personal relationships (guanxi) on business affairs. It shows that the commercial utilization of guanxi with suppliers, customers, competitors and authorities yields significant sustainable competitive advantages. Coverage also assesses guanxi-based business strategies in terms of compliance with legal and ethical standards.

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