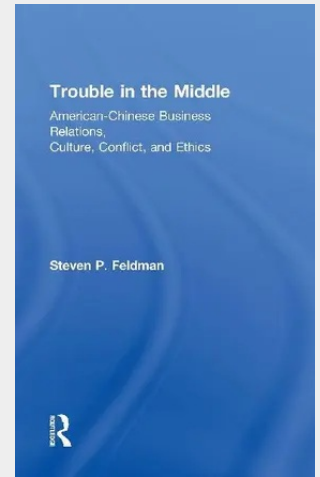


Feldman

Trouble in the Middle

American-Chinese Business Relations, Culture, Conflict, and Ethics

This book will help readers better understand the ethical and cultural assumptions that both American and Chinese business cultures bring to business relationships in China. It analyzes the relationships developed between the two cultures, areas where they conflict, and how these conflicts are (or are not) resolved. These relationships are investigated in three stages. The author: - describes and interprets American business experience in China - describes and interprets Chinese business experience in China, including interaction with Americans - compares these two business cultures as they are experienced in China to investigate the relationships between them, centering the cultural analysis on ethical issues. Feldman's thorough research gets to the crux of how American and Chinese executives perceive the ethical and cultural aspects of doing business. The result is a book that will prove helpful to all those looking to expertly navigate Chinese-American business relationships.



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