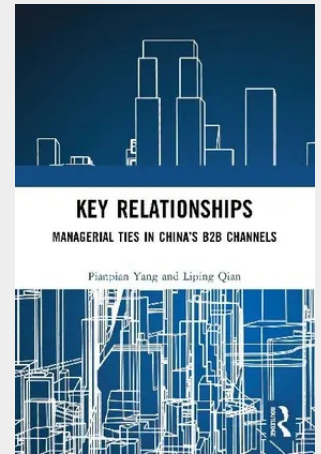


Key Relationships

Managerial Ties in China's B2B Channels

This book explores the governance and ramifications of managerial ties in China's B2B contexts, with the aim of uncovering theoretical mechanisms and practical strategies for effective management of these relationships. In this book, managerial ties refer to personal relationships between corporate executives, business partners, and government or regulatory officials. While common in the Chinese business environment, these relationships are gaining recognition and value globally. Drawing on insights from four empirical studies, the authors focus on managerial ties within channel relationships among Chinese firms. The book analyzes how business and political ties affect channel outcomes, highlights the limitations of managerial ties in emerging markets, and identifies conditions or mechanisms that may lead to negative effects. This work will be valuable to researchers and students of business management and relationship marketing, as well as to business professionals interested in Chinese business practices and multinational companies operating in China.

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