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1,000 Days in Shanghai: The Volkswagen Story - The First Chinese-German Car Factory

By Martin Posth, Ian Travis

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, 1,000 Days in Shanghai: The Volkswagen Story - The First Chinese-German Car Factory, Martin Posth, Ian Travis, Posth arrived in China with a vision. He navigated a steep learning curve, achieved his goals and now shares an insightful, first-hand account of an intriguing journey that included bumps and highlights. 1,000 Days in Shanghai is a breathtaking manual for anyone contemplating a business career in the increasingly vibrant arena of today's China. It is also a personal account, done with great sensitivity, revealing between the lines a deep respect for the spirit that propels China's social and industrial revolution today. -Hans Michael Jebsen, Chairman, Jebsen and Co., Ltd. To really understand China's economic development, one needs to look at the history of individual projects. This applies in particular to those who are considering a venture on site. This book by Martin Posth is a unique document on the subject: evidence of profound knowledge, didactically sound, with comprehensible conclusions--simply readable! -Prof. Heinrich v. Pierer, Former Chairman of the Supervisory Board, Siemens AG, Former Chairman of the German Asian-Pacific Business Commission, Co-Chairman of the German-Chinese Dialog Forum This book is a must-read...



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