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The China Twist An Entrepreneurs

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The China Twist: An entrepreneur's cautious tales on ...

The China Twist presents the cautionary tales of two Wharton MBAs who brought the Auntie Anne's pretzel franchise to China and encountered outrageous obstacles that will make anyone in business...

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The China Twist : NPR

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The China Twist: An entrepreneur's cautious tales on ...

Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's Pretzels. Leaving their lucrative careers in private equity and consulting, they landed in Beijing with big dreams, few connections and no experience in China.

The China Twist by Wen-Szu Lin - Goodreads

The China Twist (Paperback) An entrepreneur's cautious tales on franchising in China. By Wen-Szu Lin. BC Publishing, 9780615703510, 274pp. Publication Date: December 21, 2012

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The China Twist An Entrepreneurs Cautious Tales On ...

It's the entrepreneurs' dream: tapping into China's market of 1.3 billion people. That dream fueled the efforts of two Chinese-American MBAs to take the soft-pretzel franchise — a staple of U.S. shopping malls — to China. Cultural and financial barriers, however, led to a far more challenging realit...

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The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of the Chinese market. The moment I started reading it, I couldn't put it down. I laughed, felt vicariously frustrated, and even jotted down a few good points.

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The China Twist: An entrepreneur's cautious tales on franchising in China (Paperback) By Wen-Szu Lin. \$13.99 . Add to Cart Add to Wish List. Usually Ships in 1-5 Days. Description. Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's ...

The China Twist: An entrepreneur's cautious tales on ...

The China Twist: An entrepreneur's cautious tales on franchising in China by Wen-Szu Lin (2012-12-21) Paperback – 1656 by Wen-Szu Lin; (Author)

The China Twist: An entrepreneur's cautious tales on ...

His latest book, The China Twist: An entrepreneur's cautious tales of franchising in China, is a cautionary tale for anyone attempting to bring their business to east Asia. A telling example is

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the...

China's Challenges For Entrepreneurs - Business Insider

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The China Twist: An Entrepreneur's Cautious Tales on ...

The result is a funny, instructive and occasionally harrowing journey that is now the subject of a new book, The China Twist. Wen-Szu Lin and Joseph Sze's venture began as an appealing tale of...

Auntie Anne's Pretzels In Beijing: Why The Chinese Didn't ...

The China Twist: An entrepreneur's cautious tales on franchising in China 274. by Wen-Szu Lin. Paperback (New Edition) \$ 13.99. Ship This Item — Qualifies for Free Shipping Buy Online, Pick up in Store Check Availability at Nearby Stores. Sign in to Purchase Instantly.

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The China Twist: An Entrepreneur's Cautious Tales on ...

The China Twist by Wen-Szu Lin chronicles the author's (ultimately unsuccessful) attempt to bring Auntie Anne's pretzels to China. (Courtesy) The lure of the China market is legendary. The dream ...

Auntie Anne's Pretzels In Beijing: Why The Chinese Didn't ...

The China Twist: An entrepreneur's cautious tales on franchising in China by Lin, Wen-Szu [Paperback(2012/12/21)] Paperback – January 1, 1600

The China Twist is the firsthand story of two Wharton MBAs who brought a beloved US food franchise to China and encountered outrageous obstacles that will make anyone in business laugh, cringe and think twice about doing business in Asia.

The emergence of China as a major world economy is of great importance to the global

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political economy and to international business. There has been much research on the macro level of institutional reform but little detailed work on the grassroots level of entrepreneurship in China. This innovative book addresses this gap by investigating how an economic system dominated by central plans, communist ideologies and suppressing bureaucracies could generate such energy from the bottom of society, fuelling the country's economic growth. Keming Yang's theory of entrepreneurship is based on two interrelated concepts: double entrepreneurship and institutional holes. He argues that the two concepts bridge a gap between the neo-classical institutionalism of economic development and entrepreneurship studies that emphasize individual choice. The rigorous theoretical framework is supported by substantial empirical research, offering statistical analyses of survey data as well as detailed case studies. This timely book will appeal to an interdisciplinary readership in sociology, economics, business studies and Chinese and Asian Studies.

This book presents a wide range of tools and techniques used in entrepreneurial finance in emerging markets. Among them, venture capital is perhaps the best known, understood, and researched mode of entrepreneurial finance. However, a significant focus of the book is dedicated to other modes of entrepreneurial finance such as 'bootstrapping,' angel financing, bank financing, and other alternative means of financing, which could include government assistance programs, business incubation, technology parks, or family financing. In addition, the book highlights how new and innovative financial technologies (comprised of software, business processes, and other modern technologies), known under the term of FinTech, may support, enable, and enhance the provision of different modes of entrepreneurial finance in

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emerging markets. The book also discusses entrepreneurial finance in emerging markets in the context of women entrepreneurs. A comprehensive analysis of entrepreneurial finance in emerging market countries, this book will appeal to academics, researchers, and students of entrepreneurial finance, venture capital and private equity, entrepreneurship, and international business.

China and India are home to one-third of the world's population. And they're undergoing social and economic revolutions that are capturing the best minds--and money--of Western business. In *Billions of Entrepreneurs*, Tarun Khanna examines the entrepreneurial forces driving China's and India's trajectories of development. He shows where these trajectories overlap and complement one another--and where they diverge and compete. He also reveals how Western companies can participate in this development. Through intriguing comparisons, the author probes important differences between China and India in areas such as information and transparency, the roles of capital markets and talent, public and private property rights, social constraints on market forces, attitudes toward expatriates abroad and foreigners at home, entrepreneurial and corporate opportunities, and the importance of urban and rural communities. He explains how these differences will influence China's and India's future development, what the two countries can learn from each other, and how they will ultimately reshape business, politics, and society in the world around them. Engaging and incisive, this book is a critical resource for anyone working in China or India or planning to do business in these two countries.

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Deliver. According to the Merriam-Webster dictionary, it means “to produce the promised, desired, or expected result.” In business, there is no better honor than to be relied upon to consistently deliver. The ability to deliver matters for all levels, from a new graduate to a seasoned executive. The core competencies required to deliver build on top of each other, rooted in the foundational skills to be a great individual contributor. Surprisingly, most skills are not directly taught in formal education or at the workplace. This book introduces and teaches proven, easy-to-follow techniques for a person to deliver as an individual contributor, a collaborator, and a leader. Techniques that I picked up over a 20+ year career filled with epic failures and heart-pumping successes. After losing millions of dollars in my own venture in China, I was forced to reset my career with no tangible assets (e.g., I was near broke), with no job leads (e.g., I moved to a new country to be with my family), and with no proven corporate record (e.g., I only had entry level roles to that point). Yet, what I did have were untaught lessons on how to deliver. Lessons that were never articulated to me in school or the self-help books that I read so much of. When an entry level opportunity at Uber came along, these simple techniques allowed me to “growth hack” my career at a mind boggling pace. I went from sitting in a tiny rented office to managing thousands of people in less than a few years. Deliver. is a structured set of learnings told through engaging stories from my experiences and from the voices of others. The lessons follow the concept of inside-out. The focus is on how to develop the self into a great individual contributor at work, through lessons on how to think in a structured manner, how to communicate, and how to manage one’s emotions. The lessons then expand outwards to teach a person how to build and manage relationships, both as a stakeholder and as a manager. It ends with insights on how to become a great leader. Using

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relatable topics such as Marie Kondo's methods of tidying-up to business lessons from an entrepreneur selling contact lenses for chickens to leadership lessons from the Navy SEALs, Deliver. draws examples from various disciplines to weave together a practical, memorable lesson plan. While the theory is important, the aim is to offer practical techniques to learn the underlying business and leadership principles. There is even a new term I coined for a technique that has been used for years at Uber. My dream for this book is to impart actionable advice for millions that can help growth hack a person's career, regardless if they are new to the corporate world or if they are well seasoned.

The study aims at finding an explanation to the economic development of Southeast Asia. To achieve this end, Indonesia, Malaysia, Thailand and the Philippines have been chosen as the foci of the study. To explain the region's recent success, the study is guided by the hypothesis that overseas Chinese entrepreneurship, exercised by a group belonging to a discriminated ethnic minority, is an indispensable component of the capitalist development of Southeast Asia. Overseas Chinese businesses dominate nearly all branches of the economy of their respective countries of residence. On a regional scale, they are acknowledged to control two-thirds of the region's retail trade. The hypothesis of the study is validated by the empirical findings. Furthermore, the study has arrived at the conclusion that Southeast Asia is host to a type of entrepreneurship - Overseas Chinese entrepreneurship - that evolved and developed throughout the centuries and proven for its resiliency and risk-taking abilities. It did not create the boom in the region, however. Liberal government policies, the inflow of huge foreign capital, and the availability of cheap and skilled labor among the indigenous population are

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among the more crucial factors that facilitated this transformation.

This book is about the growth of shadow banking in China and the rise of China's free markets. Shadow Banking refers to capital that is distributed outside the formal banking system, including everything from Mom and Pop lending shops to online credit to giant state owned banks called Trusts. They have grown from a fraction of the economy ten years ago to nearly half of all China's annual Rmb 25 trillion (\$4.1 trillion) in lending in the economy today. Shadow Banks are a new aspect of capitalism in China – barely regulated, highly risky, yet tolerated by Beijing. They have been permitted to flourish because many companies cannot get access to formal bank loans. It is the Wild West of banking in China. If we define capitalism as economic activity controlled by the private sector, then Shadow Banking is still in a hybrid stage, a halfway house between the state and the private economic. But it is precisely this divide that makes Shadow Banking an important to the rise of capitalism. How Beijing handles this large free market will say a lot about how the country's economy will grow – will free markets be granted greater leeway?

The book is an outstanding compilation. It is easy to use, the information is clear and well-presented, and the volume is smart and robustly crafted. . . The book is an important reference source for practitioners in international business, entrepreneurs and Asian studies. Bob Duckett, Reference Reviews The current compilation fills the need for a Who s Who in the Chinese business world. . . This is a useful reference for scholars and students in China studies and for business practitioners. Recommended. K.T. Wei, Choice As direct foreign

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investment, both inward and outward, continues to gather momentum, the need to understand the leaders of Chinese corporations is increasingly important. The Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders is therefore a welcome addition to corporate and academic libraries. The encyclopedia provides up-to-date coverage of the major players in China's new economy. Dorothy Mays, Chinese Librarianship A long awaited reference volume! Professionally compiled and user-friendly. A must for the serious researcher. Leo-Paul Dana, Journal of Enterprising Communities Biographical information about business leaders and entrepreneurs in China is scattered in a variety of Chinese sources such as books, newspapers, journal articles, web pages, etc. and are difficult to locate, especially from outside of China. This biographical dictionary, written in English, which includes some 200 of the most important movers and shakers of the new Chinese economy since 1978, is a very useful reference tool for libraries of all types as well as for anyone who is interested in learning and understanding the growing influence of China as a new economic power in the world. Hwa-Wei Lee, formerly of the Library of Congress, and Ohio University Libraries This impressive effort by two leading scholars of Chinese business and society will quickly become a reference for all students and practitioners. Indeed, it is a ready vade mecum, filling the crying gap many experts have identified in recent years. This work will set the standard for its successors: independent in its analytical assessments, broad-spectrum in its choice of entry, far-sighted in its selections. John R. McIntyre, Georgia Institute of Technology, US The book is a must-have for any student, library, executive or entrepreneur contemplating the business environment in China. In an important society where clout is paramount and relationship is key, the book's listing of Who's Who in China is essential to success. An essential read for anyone

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thinking of doing business in China! J. Mark Munoz, Munoz and Associates International and author of *A Salesman in Asia* For anyone interested in interacting with China, whether doing business or not, it would be advantageous to know thy foe and thyself , as Sunzi (Sun Tzu) put it. And this work will definitely be conducive to your gaining an insight on contemporary China and its economic boom. It can be used as a reference tool or read as a textbook. Highly recommended for college and public libraries. Shixing Wen, Editor-in-Chief, Chinese Librarianship, Former President, Chinese American Librarians Association and Councilor, American Library Association This exhaustive resource provides comprehensive coverage of the major players in the Chinese economy since the reform era, which began in 1978. It includes 200 entries briefly summarizing each individual s life and career, with a central focus on his or her accomplishments and the key roles played in the economic development of China. The emphasis of the book is on the movers and shakers of China s new economy, highlighting notable figures from both the initial economic liberalization period and the renewed growth from the early 1990s to the present time. This invaluable dictionary is the result of collaborative efforts across the globe. Over forty scholars from the United States, mainland China and Taiwan, United Kingdom, Germany, F

Over the last thirty years, social entrepreneurship has boomed in the People's Republic of China. Today there are hundreds of thousands of legally registered NGOs, and millions more unregistered, working in the areas of the environment, education, women's issues, disability services, community development, LGBTQ rights, and healthcare. The rise of these Chinese NGOs and their implications for civil society merits the focus of significant scholarly attention.

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This book draws upon the personal stories of social entrepreneurs in China, as well as their supporters and beneficiaries, in order to examine what the rapid growth of social entrepreneurship reveals about China's complex and dynamic society in the 21st century. It discusses the historical, cultural, and political circumstances that allowed and inspired people to become social entrepreneurs and create new forms of democratic engagement. Examining what social entrepreneurship with Chinese characteristics looks like, the book explores how it is changing the relationship between Chinese citizens and the state, and goes on to explain the subsequent effect on Chinese society. Highlighting the importance of citizen activism in the PRC from an interdisciplinary perspective, this book will be of interest to students and scholars of Chinese Studies, Chinese Politics, Civil Society and Sociology.

Entrepreneurship is hot. China is hot. Combining these two concepts could therefore be a dangerous act, as it may cause overheating. Chinese entrepreneurs are indeed the subject of a rapidly growing body of literature, academic and popular. However, the bulk of it tends to focus on a few aspects. There are the biographies of 'famous' entrepreneurs. While informative, these are usually of a non-academic nature. Academic studies tend to focus on the political and economic environment in which present day Chinese entrepreneurs have to operate. Both types of publications slight the entrepreneurial identity. This study aims at filling this gap with its core question: why do some people become entrepreneurs? The authors have analysed the life stories of a number of Chinese private entrepreneurs to reveal how the entrepreneurial identity of each of them has emerged at the cross section of an number of other identities. This book therefore contributes to a better understanding of Chinese

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entrepreneurship and the study of entrepreneurship in general.

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