



# **Globalization and the Chinese Retailing Revolution: Competing in the World's Largest Emerging Market (Chandos Asian Studies Series)**

*Yong Zhen*

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Chinese retailing serves 1.3 billion consumers and is developing with high economic growth rates. This detailed reference examines the following issues: the revolution happening in Chinese retailing; the evolution of the opening-up policy of Chinese retailing; the great opportunities brought about by the dramatic change in the Chinese retail industry particularly by China's entry to the World Trade Organisation (WTO); how to succeed in the Chinese retail market; successful models and strategies for both Chinese retailers and multinational retailers in China. The book also discusses the deep impact of China's entry to the WTO on the Chinese retail industry and the strategic importance of the industry in China's transitional economy.

- The first book to systematically study the Chinese retail industry and is written by someone who is from the inside of Chinese retailing and who understands western retailing well
- Includes many case studies of multinational retailer operations in China and valuable suggestions for success in China
- Wal-Mart's business model, internationalization and operations in emerging market, particularly in China

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