



# Perspectivas del modelo empresarial chino (Manuales) (Spanish Edition)

*Christian Careaga Guzmán*

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Se pretende analizar el contexto e identificar los riesgos y las oportunidades a los que se enfrentan los empresarios locales y extranjeros que desean promocionar en esta segunda década del siglo XXI nuevas actividades mercantiles en el Imperio del Centro, el cual ejerce una apreciable influencia en todo el planeta. A lo largo de los diversos capítulos de esta obra se contempla la situación política, económica y social del dragón asiático en el momento en que acaba de ascender al poder la quinta generación de líderes chinos. Sirva el panorama analizado en esta obra a nuestros empresarios con vocación internacional, para orientarlos en la definición de sus aspiraciones mercantiles tendentes a la generación de negocios prósperos, así como para estimularlos en la concepción y realización de sus proyectos en el Imperio Celeste.

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