



The Opposable Mind How Successful Leaders Win Through Integrative Thinking

By Roger L. Martin

Harvard Business Review Press. Hardcover. Book Condition:

New. Hardcover. 224 pages. Dimensions: 8.3in. x 5.6in. x

1.0in. China has matured as a market and the game has

changed. Yesterday, multinationals grappled with fundamental

strategic choices: Do we go to China? Whom do we partner with?

Where should we invest? Winning in China was all about

achieving approval to enter the market, picking the right joint

venture partner and selling in the right few cities to the right

customers. Execution didn't matter as much as privileged

access through government and partner relationships. Today,

China is teeming with MNCs and local competitors.

Government is no longer the main driver of deals. Barriers to

entry have fallen. Regulations are less of a factor. Partners are

no longer required in many industries. Winning now depends

on great execution: effectively and efficiently developing,

marketing, producing, and channeling goods to customers

and growing and retaining a talent base. In Operation China,

Jimmy Hexter and Jonathan Woetzel explain how you can

achieve superior execution in China through operations

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