



**FORTHCOMING: AUGUST 2009**

**China Rules**  
*Globalization and Political Transformation*

**Ilan Alon, Julian Chang, Marc Fetscherin, Christoph Lattemann, and John R. McIntyre**

The development of the Chinese MNC is a new feature of globalization. This book deals with the political economy and governance of China and discusses the contemporary discourse of Chinese enterprise internationalization. The first section shows how the internationalization of Chinese enterprises will reshape global competition, and how new corporate governance structures impact the long-term performance of state-owned enterprises in China. The second section assesses international trade and foreign direct investment (FDI) by Chinese firms and their impact on the target countries. The effects of China's policy and regulatory changes on outward FDI are outlined and a Sino-EU Intra Industry Trade and FDI analysis explores the nature of the challenge facing the EU. Section three describes the developments in certain Chinese industries, telecommunications, electronic and automotive, and explains corporate and government strategies to gain access to global natural resources.

"The assembled papers provide information – descriptive, clinical information as well as information more in the vein of hypothesis testing – on a range of topics concerning why, how, and where Chinese firms have gone global, and to what effect. It gives me pleasure to commend this collection to any serious observer of China, academic, policymaker or manager." -- **Tarun Khanna, Harvard Business School, Harvard University**

"The key to understanding China's future is to understand its present and appreciate its past. China is going global, and we would be well-advised to pay attention. The essays in "China Rules" portray a nation in flux, still trying to find its appropriate role on the world stage – and they give us vital information on our own roles as well." -- **Claudio Feser, Director, McKinsey & Company, Inc.**

"There are many books on China. What distinguishes this text is that it draws on the intellectual efforts of a broad assembly of scholars to offer a penetrating analysis of a salient China-related competitive strategy issue: the shape of global competition to come. It deals with the internationalization of Chinese firms, their institutional environments, their strategies, alliances and other paradigms. It is a valuable component of the book collection of serious China-business scholars."-- **David McHardy Reid PhD, Professor of Global Business Strategy, Albers School of Business and Economics, Seattle University**

"As part of a serious and valuable effort to explore "China going global," this timely book collects rich information and enlightening analyses on China's epic entry into the global market and the profound impact of that process on the world and on China itself. The many authors from around the world gathered here offer a great deal about the internationalization of Chinese enterprises and business practices as well as the emerging Chinese rules and activities that the world is increasingly reckoning with." -- **Fei-Ling Wang, Professor of International Affairs, Georgia Institute of Technology**

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