



One Billion Customers: Lessons from the Front Lines of Doing Business in China (Wall Street Journal Book)

James McGregor

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Companies from around the globe are flocking to China to buy, sell, manufacture, and create new products, but as former *Wall Street Journal* China bureau chief turned successful corporate executive James McGregor explains, business in China is never quite what it seems. *One Billion Customers* offers compelling narratives of personalities, business deals, and lessons learned, creating a coherent picture of China's emergence as a global economic power with a dog-eat-dog business climate that has turned bureaucrats into billionaires and left many foreign business executives with their pockets turned inside out.

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