

<<老外的中国梦>>

图书基本信息

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前言

Chinese or foreigner, each one has a dream which he or she strives to realize. On August 8, 2008, when the Olympic torch was lit in the Bird's Nest (the National Stadium) , China's long-cherished Olympic dream finally came true. The Olympic slogan "One World, One dream" had already become familiar in the streets of Beijing, and "Welcome to Beijing" became the most frequently used catch phrase of the city in 2008. This year, 2008, was also a year for foreigners to build, seek and realize their dreams, and Beijing was the place where their dreams came true, which could be seen from the many world and Olympic records that were broken. The world will never forget the scene at the Olympic opening ceremony, when 3,000 young Chinese men appeared dressed as Confucius's 3,000 disciples and reading the sage's Analects. One of the famous sayings from the Analects, "Far and near, we are one family," resounded over the Bird's Nest, showing Chinese hospitality to friends from afar. At the Olympic Games people found that China was an ideal place to realize their dreams.

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内容概要

This book continues the focus of Living in China. The authors interviewed 19 foreign friends who study or work in China. Among them are a senior journalist, editors, translators, ecologist, ambassador, new-born movie, TV, and Beijing Opera stars, a descendant of foreign revolutionary friends born in China, and foreign Olympic coaches... You will surely be touched by their stories about their different Chinese dreams, big and small. Some of those dreams have been realized, while some are still in progress. Their stories show different experiences and life values, and reflect some of the realities of today's China.

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作者简介

绿杨，本名杨珍，高级记者，长期从事对外传播和文化交流工作，供职于日文版《人民中国》杂志社，写过不少介绍中国历史文化和改革开放现状的文章，得到了国内外读者的好评。这些文章有的编辑成书，有的获奖。近年来他开始关注外国人在中国的生存状态，曾担当《老外的中国

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书籍目录

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章节摘录

Part of Dalong's success seems to be his generosity in sharing his creativity and experience with others. His book PR, Chinese Style, which came off the press in July 2006, received a strong and quick response from the whole Chinese PR industry. It was reprinted within only six months. An edition in traditional Chinese characters was released by a Taiwanese publisher in September 2007. The preface was written by Zheng Yannong, vice-president. The endorsements on the book cover read like a Who's Who of the Chinese PR industry, featuring heavyweights like Li Daoyu, president of the China International PR Association (CIPRA) and former ambassador to the US, as well as well-known journalists and corporate PR Managers ranging from Coca-Cola and Sony to Airbus and Motorola. One endorsement states that "at last, here is an original PR book that is written for the Chinese market reality." It goes without saying that the book is recognized as a pioneering work in China's PR industry. The book illustrates a more general aspect of Dalong's business style: doing things differently from his competitors. "While most Chinese agencies focus on the traditional notion of guanxi or 'connections first,' we emphasize 'knowledge first.' When other agencies are competing for "clients", we focus our marketing on attracting 'talents'."

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编辑推荐

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