

<<财富传奇>>

图书基本信息

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前言

Thirty years of economic reforms and opening up has transformed China into a land of opportunity. Dismantling the stale system of the past, the government has created a stable economic environment in which entrepreneurs with drive and talent can realize their dreams. Stories of their success are a reflection of the economic progress this country has made in that epic march down the road of reforms. We are therefore proud to have featured a series, "Up Close", with profiles of some of the top business people in Business Weekly, which is published by and distributed with China Daily every Monday. This book is a compilation of Business Weekly's "Up Close" pieces commemorating the 30th anniversary of economic reforms. The reforms have released the energy and daring of thousands of entrepreneurs across the country. Many of them have taken considerable financial, and, sometimes, personal risks to achieve their goals. For many of them, the initial desire to enrich themselves and their immediate families has, over time, transcended into a mission to establish in China world-class enterprises that can enrich the country and lift the living standards of its people. These are the people who have made the "Made in China" label a symbol of quality goods at competitive prices in global markets. Some of the international brands created by Chinese entrepreneurs today are highly valued by consumers and investors around the world.

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## 内容概要

In this book you will meet such luminaries as Zhang Yin, chairwoman of the Nine Dragons Papers (ttoldings) Co., the largest packaging manufaeturer, and Lu Gnanqiu, who turned a small filrm machinery workshop four decades ago into Chinas largest auto parts manufacturer, with sales of \$ 7 billion in "oo7. You can also hear how Song Zhenghuan switched from a math teacher to become founder of a company that is one of the largest suppliers of baby strollers sold in the United States And, it doesnt stop there. CttlINA INC. features more than thirty incredible feats of entre-preneurial success resulting flom the Chinas economic reform policies of the past thirty years. Lei ,lufang, an award-winning scientist who rediscovered ancient Tibetan medicine used her knowledge to create medical products sold in most pharmacies in China. making millions in the process. Whether youre a CEO, MBA student, or high school senior, this book gives you insights on numerous Chinese entrepreneurs who changed their destiny from that of a tailor, a cart)enter, a shoemaker, or a doctor, to that of a millionaire

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作者简介

Zhu Ling , has been editor-in-chief of China Daily, the only national English-language news-paper in China, since October 2004. The articles featured in this book were written by some of the most experienced business journalists in the country. These reporters have been tracking China's spiralling economy for years, writing on such topics as multi-national companies, real estate, the development of the Chinese stock market, government reforms, state-owned enterprises, and the rapid rise of local private businesses as well as entrepreneurs. Many of their stories have already been carried by various news agencies and wire services, helping people around the world develop a better understanding of China and helping business executives formulate strategies and plans to succeed in the world's most dynamic market.

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## 编辑推荐

In 《财富传奇:他们的第一桶金(英文版)》 you will meet such luminaries as Zhang Yin, chairwoman of the Nine Dragons Papers ( Holdings ) Co., the largest packaging manufacturer, and Lu Guanhui, who turned a small farm machinery workshop four decades ago into China's largest auto parts manufacturer, with sales of \$ 7 billion in 2007. You can also hear how Song Zhenghuan switched from a math teacher to become founder of a company that is one of the largest suppliers of baby strollers sold in the United States. And, it doesn't stop there. CHINA INC. features more than thirty incredible feats of entrepreneurial success resulting from the China's economic reform policies of the past thirty years. Lei Yufang, an award-winning scientist who rediscovered ancient Tibetan medicine used her knowledge to create medical products sold in most pharmacies in China, making millions in the process. Whether you're a CEO, MBA student, or high school senior, this book gives you insights on numerous Chinese entrepreneurs who changed their destiny from that of a tailor, a carpenter, a shoemaker, or a doctor, to that of a millionaire.

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