



# China Goes West: Everything You Need to Know About Chinese Companies Going Global

*Joel Backaler*

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China's corporate champions have arrived. Consumers around the world are typing on Lenovo computers, storing food in Haier refrigerators and speaking on Huawei mobile phones. But how did products from these Chinese companies enter our daily lives?

*China Goes West* presents an unrivalled overview of Chinese companies' expansion into developed economies and the opportunities and challenges it brings. Through detailed research, engaging case studies and exclusive interviews with senior executives, Backaler tells the story of why and how Chinese companies invest internationally—providing much-needed insight into these firms and their rise. The author concludes with practical advice for governments, companies and societies in China and the West to minimize the concerns and maximise the benefits of Chinese investment.

China is going West. Its firms will irrevocably reshape the global business landscape. This book is an essential introduction to the new future landscape of the world economy.



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