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Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's Pretzels. Leaving their lucrative careers in private

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equity and consulting, they
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It's the entrepreneurs' dream:
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billion people. That dream fueled the efforts of two Chinese-American MBAs to take the soft-pretzel franchise — a staple of U.S. shopping malls — to China. Cultural and financial barriers, however, led to a far more challenging reality...

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The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of

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the Chinese market. The moment I started reading it, I couldn't put it down. I laughed, felt vicariously frustrated, and even jotted down a few good points.

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unsuccessful) attempt to bring
Auntie Anne's pretzels to China.
(Courtesy) The lure of the China
market is legendary. The dream

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Auntie Anne's Pretzels In Beijing:

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The China Twist is the firsthand story of two Wharton MBAs who brought a beloved US food franchise to China and encountered outrageous obstacles that will make anyone in business laugh, cringe and think twice about doing business

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The emergence of China as a major world economy is of great importance to the global political economy and to international business. There has been much research on the macro level of

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institutional reform but little detailed work on the grassroots level of entrepreneurship in China. This innovative book addresses this gap by investigating how an economic system dominated by central plans, communist ideologies and

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suppressing bureaucracies could generate such energy from the bottom of society, fuelling the country's economic growth.

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holes. He argues that the two concepts bridge a gap between the neo-classical institutionalism of economic development and entrepreneurship studies that emphasize individual choice. The rigorous theoretical framework is supported by substantial

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This book presents a wide range of tools and techniques used in entrepreneurial finance in emerging markets. Among them, venture capital is perhaps the best known, understood, and researched mode of

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entrepreneurial finance. However, a significant focus of the book is dedicated to other modes of entrepreneurial finance such as 'bootstrapping,' angel financing, bank financing, and other alternative means of financing, which could include government

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assistance programs, business incubation, technology parks, or family financing. In addition, the book highlights how new and innovative financial technologies (comprised of software, business processes, and other modern technologies), known under the

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term of FinTech, may support, enable, and enhance the provision of different modes of entrepreneurial finance in emerging markets. The book also discusses entrepreneurial finance in emerging markets in the context of women entrepreneurs.

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A comprehensive analysis of entrepreneurial finance in emerging market countries, this book will appeal to academics, researchers, and students of entrepreneurial finance, venture capital and private equity, entrepreneurship, and

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And they're undergoing social and economic revolutions that are capturing the best minds--and money--of Western business. In

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Tarun Khanna examines the entrepreneurial forces driving China's and India's trajectories of development. He shows where these trajectories overlap and complement one another--and where they diverge and compete.

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talent, public and private
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opportunities, and the importance
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He explains how these differences will influence China's and India's future development, what the two countries can learn from each other, and how they will ultimately reshape business, politics, and society in the world around them. Engaging and

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incisive, this book is a critical resource for anyone working in China or India or planning to do business in these two countries.

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pages, etc. and are difficult to locate, especially from outside of China. This biographical dictionary, written in English, which includes some 200 of the most important movers and shakers of the new Chinese economy since 1978, is a very

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present time. This invaluable dictionary is the result of collaborative efforts across the globe. Over forty scholars from the United States, mainland China and Taiwan, United Kingdom, Germany, F

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Over the last thirty years, social entrepreneurship has boomed in the People's Republic of China.

Today there are hundreds of thousands of legally registered NGOs, and millions more unregistered, working in the areas of the environment, education,

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women's issues, disability services, community development, LGBTQ rights, and healthcare. The rise of these Chinese NGOs and their implications for civil society merits the focus of significant scholarly attention. This book

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draws upon the personal stories of social entrepreneurs in China, as well as their supporters and beneficiaries, in order to examine what the rapid growth of social entrepreneurship reveals about China's complex and dynamic society in the 21st century. It

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discusses the historical, cultural, and political circumstances that allowed and inspired people to become social entrepreneurs and create new forms of democratic engagement. Examining what social entrepreneurship with Chinese characteristics looks like,

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the book explores how it is changing the relationship between Chinese citizens and the state, and goes on to explain the subsequent effect on Chinese society. Highlighting the importance of citizen activism in the PRC from an interdisciplinary

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perspective, this book will be of interest to students and scholars of Chinese Studies, Chinese Politics, Civil Society and Sociology.

This book presents a comprehensive guide for public

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Entrepreneurship is hot. China is hot. Combining these two concepts could therefore be a dangerous act, as it may cause overheating. Chinese entrepreneurs are indeed the

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subject of a rapidly growing body of literature, academic and popular. However, the bulk of it tends to focus on a few aspects. There are the biographies of 'famous' entrepreneurs. While informative, these are usually of a non-academic nature. Academic

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studies tend to focus on the political and economic environment in which present day Chinese entrepreneurs have to operate. Both types of publications slight the entrepreneurial identity. This study aims at filling this gap with

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its core question: why do some people become entrepreneurs? The authors have analysed the life stories of a number of Chinese private entrepreneurs to reveal how the entrepreneurial identity of each of them has emerged at the cross section of an number of

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other identities. This book therefore contributes to a better understanding of Chinese entrepreneurship and the study of entrepreneurship in general.

Inspired by Max Weber's thesis on the Protestant ethic, 'Overseas

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Chinese Christian Entrepreneurs
in Modern China' sets out to
understand the role and influence
of Christianity on Overseas
Chinese businesspeople working
in contemporary China. Through
its in-depth interviews and
participant observations

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(involving 60 Overseas Chinese entrepreneurs from Hong Kong, Taiwan, Southeast Asia and the United States), the text discusses how Christianity has come to fulfill an increasingly visible and dynamic function in the country, most notably as a new source of

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