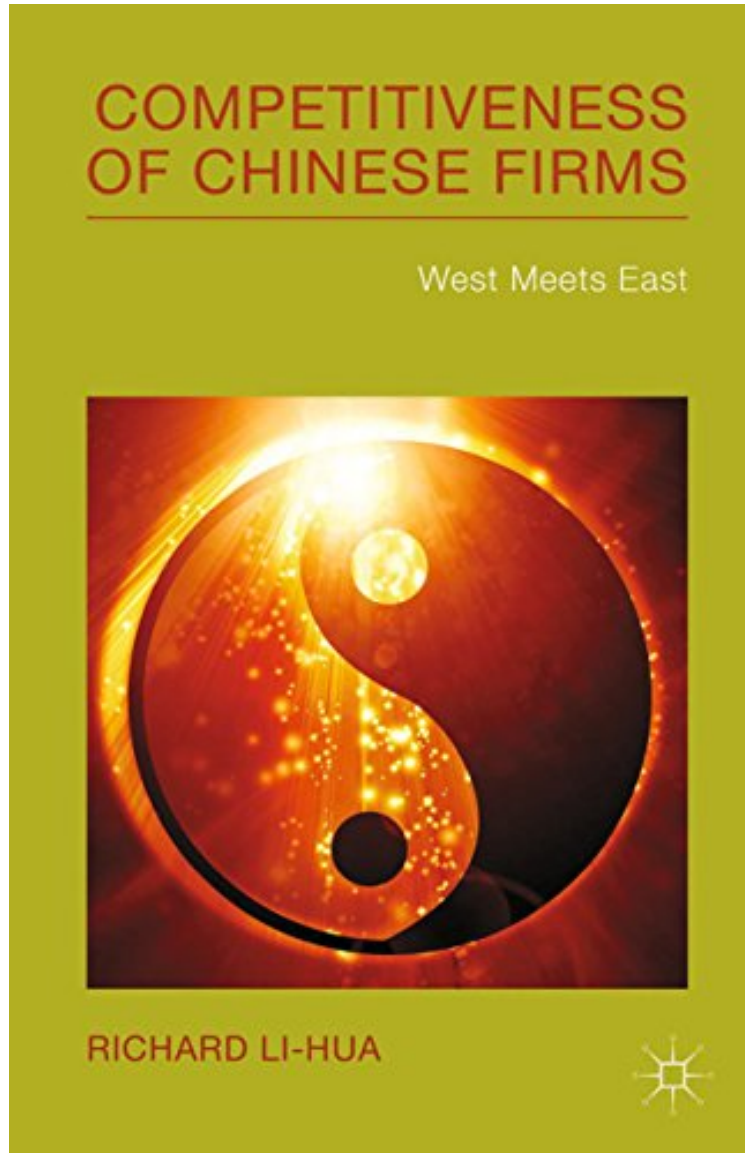


Competitiveness of Chinese Firms: West Meets East

R. Li-Hua

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This book addresses the multi-facet competitiveness of firms in China from an angle of strategic management of technology and innovation. The Chinese vanguard companies have been excellent in identifying strategic position and appropriately making strategic decisions, and effectively making strategy in action.

About the Author Richard Li-Hua is a world leading expert on innovation management and technology strategy, and is an internationally recognized authority on international technology transfer as well as Chinese business and management. He is a frequent speaker at international conferences and was an invited senior expert of science and technology by EU and MOST of PRC in 2010. He has consulted for international business, global higher education and government agencies. He has been President of China Association for Management of Technology since 2006.