



China Versus the West: The Global Power Shift of the 21st Century

By Ivan Tselichtchev, Yang Yongxin, Frank-Jurgen Richter

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, China Versus the West: The Global Power Shift of the 21st Century, Ivan Tselichtchev, Yang Yongxin, Frank-Jurgen Richter, China Versus the West is an innovative book. The author, a leading specialist on the international and Asian economy and business, presents the most comprehensive picture of the changing power balance between the emerging superpower China and the "old" developed economies of the West: mainly the US, Europe and Japan. The reader can clearly see in what areas and to what extent China has become the world leader, in what areas it is catching up and in what areas the West retains its superiority and has a chance to strengthen it further. At the same time, I. Tselichtchev unveils a breath-taking story of the global economy and business in the brave new world which is non-"West-led" and where major growth dynamics are coming from large emerging economies. A radically changing economic environment requires new government policies and business strategies. The book contains many valuable suggestions and ideas. Using his own analytical framework, the author presents a set of options and alternatives for Western businesses in the wake of China's production and...



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