



European Union Direct Investment in China: Characteristics, Challenges and Perspectives (Routledge Studies in Global Competition)

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China's immersion in the world economy and trading system is a continued source of great interest throughout the globe.

The book is divided into three parts, the first being an overview of the Chinese investment environment and the development of foreign direct investment (FDI) over the last twenty years. The second part then goes on to focus specifically on the characteristics of European companies involved in FDI into China. The third part looks at different management aspects of EU invested enterprises within China, using newly acquired data. This comprehensive overview of European direct investment in China will be of great interest to both students and academics in the fields of Chinese Economics and Business, Organisational Theory and the Theory of the Firm. The concluding business and policy implications of the book will also make it very useful to professionals and policy-makers.

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