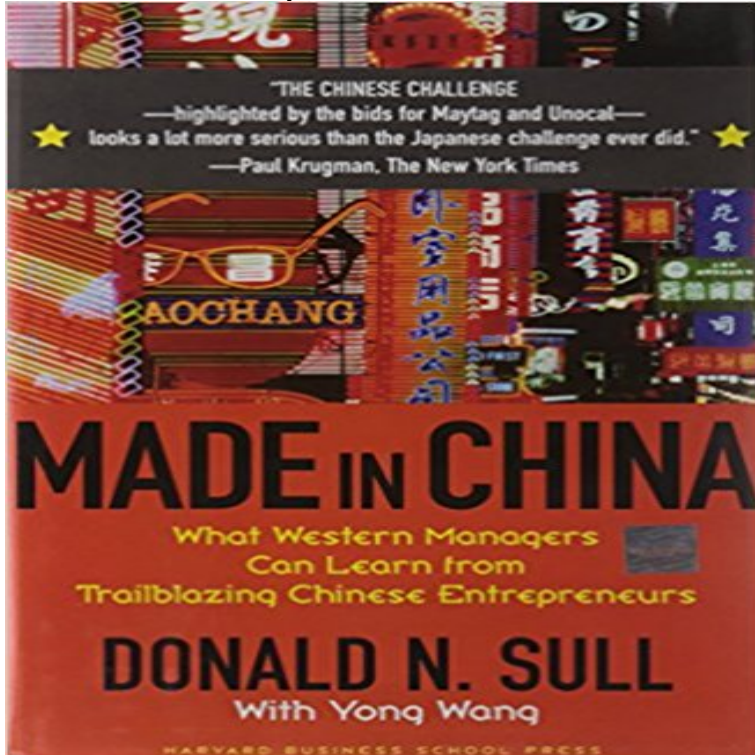


Made In China: What Western Managers Can Learn from Trailblazing Chinese Entrepreneurs



Executives worldwide have studied and emulated U.S. entrepreneurs from Bill Gates to Michael Dell. Yet, we know next to nothing about the pioneers who are reshaping the world's second largest economy: China. In the face of murky ownership structures, inconsistent access to capital, shifting industrial policy, and other obstacles, an elite few Chinese firms have thrived during the turbulence of the last decade. In *Made in China*, Donald N. Sull profiles eight of these formidable ventures to reveal the secrets behind their surprising success. Based on extensive research, including in-depth interviews and access to corporate archives, *Made in China* explores these entrepreneurs' winning strategies, from how they anticipate and maneuver through emerging threats and opportunities (active waiting) to how they manage risks and how they consistently out-execute rivals. Taken together, these principles represent a comprehensive model for managing in unpredictable environments worldwide. An insiders look at the playbook of some of the world's savviest and most resilient entrepreneurs, *Made in China* is essential reading for companies operating in China or in any volatile industry or market. Sull is an associate professor of management practice at London Business School. Previously an assistant professor of business administration at Harvard Business School, Sull was also a consultant at McKinsey & Co., Inc. He advises both multinational firms and new ventures in several countries.

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