



## KMU in China (German Edition)

*Tharsilla Schulz*

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# KMU in China (German Edition)

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## **KMU in China (German Edition)** Tharsilla Schulz

Das vorliegende Buch befasst sich mit mittelständischen Unternehmen in China. Diese Unternehmen spielen eine zentrale Rolle im chinesischen Wirtschaftssystem. Betrachtet werden sowohl die historischen Rahmenbedingungen als auch aktuelle Einflussfaktoren auf die Entwicklung dieser Unternehmen. Ein besonderes Augenmerk wird auf die Bedeutung philosophischer und ethischer Hintergründe gelegt. Diese haben großen Einfluss auf das Handeln chinesischer Unternehmer und somit auf den Aufbau und die Strategieentwicklung ihrer Unternehmen. Weiterhin werden mögliche Veränderungen der internationalen Märkte durch eine zunehmende Vernetzung der mittelständischen Unternehmen diskutiert. Insbesondere die immer stärker werdende Präsenz chinesischer Unternehmen auf dem deutschen Markt sowie die damit einhergehenden Herausforderungen für die deutschen Unternehmen stehen dabei im Zentrum der Analyse.

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