Reading Lists for Stories of a Changing China

A Tale of Two Firms with Wharton School professor, Marshall Meyer
Saturday, September 21, 11-12:30pm (part 1)
Tuesday, September 24, 7-8:30pm (part 2)
The Center, Ketchum (191 5th Street East)

In these two seminar style classes, we explore the leadership and strategies of two Chinese firms, one a firm steeped in Chinese culture that has become a world-famous brand, the other perhaps the most Western of large Chinese firms that was also the first Chinese firm to achieve global dominance in its industry even though its brand remains unknown beyond industry insiders. A key issue is how US and EU firms can compete with these Chinese powerhouses.

Reading list for September 21 and 24:
Two books on industries where Chinese dominance is not assured, automobiles and commercial aircraft:
G. Anderson, Designated Drivers: How China Plans to Dominate the Global Auto Industry (especially chapters 6, 7, and 8).
James Fallows, China Airborne