



The Strategic Mindset of China **NEW**

目标与内容 Objectives and Content

“Know your counterpart like you know yourself and you will not be defeated in a hundred battles.” This famous ancient sentence of Chinese strategist Sunzi summarizes the value of this course: Making strategies in China demands that you know how your Chinese business partners think, what motivates them, and why they act the way they do. Only then can you design strategies that are successful.

Be it while negotiating sales or purchasing deals, setting up a new joint venture, or building new business in China. Know yourself, know your Chinese business partners, and in a hundred battles you will not be defeated.

参加对象 Target Group

Foreign managers working with and/or leading of local employees

大纲 Outline

This course includes:

- Strategy in Western cultures and societies
 - Underlying worldview and assumptions
 - Difference between strategies and tactics
 - The Western strategy formulation process
- Strategy in China
 - Underlying worldview and basic assumptions in China
 - Difference between strategy and stratagems (tactical patterns and sets) in China
 - Chinese strategy formulation as an emerging activity
- Cases of applied Chinese strategy in business and politics
- Putting it all together: How to create a best of Western and Chinese strategy making

培训顾问 Trainer **Dr. Jari Grosse-Ruyken**

Dr. Jari Grosse-Ruyken is an expert on China with more than 20 years of experience and has been focusing on the cultural differences in thought, leadership and strategy. Jari teaches in several renowned MBA & EMBA programs, frequently gives executive workshops and keynote speeches for MNCs and NGOs as well as trainings in English, Chinese and German.

日期 Schedule

May 18, 2018

价格 Price

Members:
RMB 4200
Non-members:
RMB 4800

Fee includes lectures, course materials and lunch.

包括会务，资料费，午餐费。

语言 Language

EN/英文

场地 Location

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