China: A Country of Contrasts

China is often viewed as a single, looming entity of 1.3 billion people, but is actually a diverse country of stark contrasts. One road trip or business project can span 100 years of technology. Varying attitudes and unwritten cultural differences abound and change as one moves from province to province. These challenges and issues are unknown to the Western person just beginning to work with China and even managers experienced in China can be surprised. These are our “blind spots.” We all have them – as do our Chinese counterparts. Taking time to learn what these blind spots may be, can significantly improve our success with and in China.

As we come to understand the staggering scope of the Chinese economy, infrastructure, political and business climate – we realize that what we don’t know about China can hurt us. In this limited time together, we will explore some of these differences through photos, anecdotes and real business cases with lessons gleaned from experienced managers in China. This is not the typical college or business lecture.