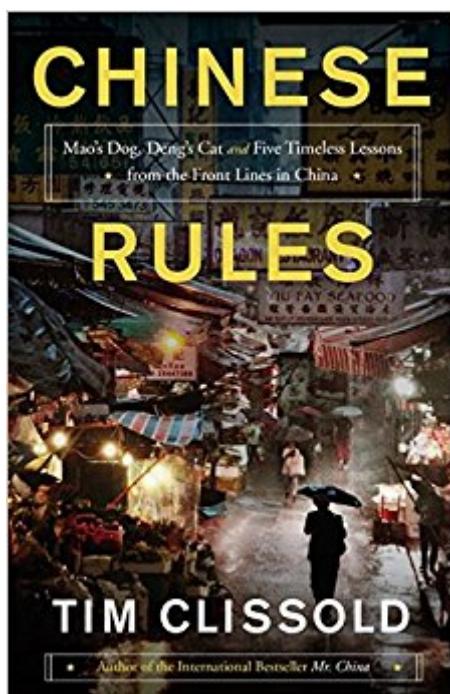


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# Chinese Rules: Mao's Dog, Deng's Cat, And Five Timeless Lessons From The Front Lines In China



## Synopsis

From the author of the acclaimed *Mr. China* comes another rollicking adventure story—part memoir, part history, part business imbroglio—that offers valuable lessons to help Westerners win in China. In the twenty-first century, the world has tilted eastwards in its orbit; China grows confident while the West seems mired in doubt. Having lived and worked in China for more than two decades, Tim Clissold explains the secrets that Westerners can use to navigate through its cultural and political maze. Picking up where he left off in the international bestseller *Mr. China*, *Chinese Rules* chronicles his most recent exploits, with assorted Chinese bureaucrats, factory owners, and local characters building a climate change business in China. Of course, all does not go as planned as he finds himself caught between the world’s largest carbon emitter and the world’s richest man. Clissold offers entertaining and enlightening anecdotes of the absurdities, gaffes, and mysteries he encountered along the way. Sprinkled amid surreal scenes of cultural confusion and near misses, are smart myth-busting insights and practical lessons Westerns can use to succeed in China. Exploring key episodes in that nation’s long political, military, and cultural history, Clissold outlines five Chinese Rules, which anyone can deploy in on-the-ground situations with modern Chinese counterparts. These Chinese rules will enable foreigners not only to cooperate with China but also to compete with it on its own terms.

## Book Information

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## Customer Reviews

Praise for *Mr. China*: “Clissold’s memoir is an instant classic. Sharply observed, funny as hell. Indispensable.” (Time magazine) “Delightful” this trenchant,

immensely entertaining study in the contradictions of Chinese capitalism should be required reading. (Fortune) "An adventure tale. Clissold is a wonderful and compassionate narrator (with) a deep respect for the culture, language, and history. (USA Today) "One would be hard-pressed to find a serious Western investor in China who isn't aware of Clissold's eye-opening account. (Forbes) "Lots of Western businessmen have China war stories, but only Tim Clissold has written . . . this funny book. (Newsweek) "One of the wittiest, most compelling accounts of anything I've read in a long time. A terrific book. (Tucker Carlson) "A compelling account, related with sly humor and hard-earned wisdom. (Library Journal) "Hugely entertaining. Clissold loves China but he also views it with clarity and no small amount of humor. (Washington Post) "A pragmatic application of good-sense peasant wisdom in negotiating big financial deals with the Chinese....Clissold's deep knowledge of Chinese culture and language informs this useful work. (Kirkus) Clissold's advice is timely and may even be useful to those outside the business world as well as in. (Publishers Weekly) "The insights Clissold sheds on deal-making in China ultimately stem from an ability - born of years of experience and his fluency in Mandarin - to see any situation from a local counterparty's viewpoint. (Financial Times)

From the author of the international bestseller *Mr. China* comes another rollicking ride through the slick mega-cities and industrial backwaters of twenty-first-century China - part adventure story, part erudite myth-buster, and part practical rule book to help Westerners win in China. China's role as struggling underdog is now firmly a thing of the past. The world has tilted eastward in its orbit even as the West seems mired in self-doubt. Through living and working in China for more than two decades, Tim Clissold has uncovered stealth methods Westerners can use to straighten out complicated situations in China and achieve their own objectives. Revealing the hidden logic that governs the Chinese business and political landscape, Clissold puts China's cultural, political, and military history into context and explains the mind-set that drives Chinese political and business leaders - a resource that has been sorely lacking in most books about doing business in China. Here, with sharp observations and a deep appreciation for China's rich past, Clissold presents five rules anyone can use to deal effectively with modern Chinese counterparts. These include understanding that: China has its own set of rules that provide a unique pathway to success; the quest for stability overrides all others; in China, one should never

attack directly; in solving problems, stick to practicalities and avoid arguments over theory; and knowing yourself and knowing the "other" will help you survive a hundred battles. Combining exuberant storytelling, sly humor, and counterintuitive insights, Chinese Rules traces Clissold's latest adventures, providing an object lesson in the contradictions between reality and conventional belief that continue to make China a fascinating, perplexing, and irresistible destination for Westerners.

Tim's second book about China a bit abruptly switches back and forth between fascinating insight on Chinese history, and the PRC "projects" of a fictional London based investment fund. Fiction aside, with history story telling at its best and cool details, all the way from George Macartney's frustrating-in-the-extreme trade delegation to the Qing court, to Deng's reforms, the author neatly laid out the five pivotal "China Rules": 1. China doesn't play by anyone else's rules. 2. Stability (through intimidation and bribes) has always been the key for government officials. 3. Never attack directly. 4. Stick to practicalities and never get hung up with side arguments on principles. 5. (For outsiders especially) Know yourself and the other. Other than some impressively refreshing history, in its most bloody/funny form (fitting for a British author), there are just a handful of new thoughts, and Rule 5 is especially weak. The book quotes Madeleine Albright: "China is in its own category -- Too big to ignore, too repressive to embrace, difficult to influence, and very, very proud." That, is about right. A reluctant four star.

A great book to understand differences between Chinese and Western cultural and business norms. Values can be relative and the Chinese approach to strategy and negotiations, although difficult to understand from Western lenses, has invaluable lessons that can be applied to a number of situations in business and in Life.

The writing style in combination with the quality content made for a delightful read. Anyone doing business in China should consider this book required reading.

Indispensable book pre-China business trip. I learned a lot. I strongly recommend. While the stories were good, the writing was not always elegant. But the book is well worth reading - start to finish!

As a Chinese who came to the States many years ago, the book serves as a great refresher of Chinese philosophy and business practices.

Great

Great book. Clissold wrote from a personal level ie doing business with the Chinese. And it wasn't a book 6" thick. You could read, put down, then read more. We, USA, need this info.

The writing is wonderful and the depth of knowledge well qualifies him to write this book.

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