



Organizing for Profit in China: A Case Study Approach

David Wu

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David S. Wu negotiated and managed the first and only profitable venture for AlliedSignal (now Honeywell) in the 1990s. After spending eight years in Asia to deliver US\$40 million profit on US\$300 million sales for Danaher, Tyco, RRDonnelley and Honeywell, he returned to the US to share his unique insights and help companies organize for profitable growth in China. In *Organizing for Profit in China*, David Wu establishes the analytical framework through Business Life Cycle and Career Life Cycle concepts, together with case studies like those used at top MBA schools, focusing on the US\$30-50 billion annual expenditure on expatriates. His "30 Minute Workbook" to build your China ventures gives you a chance to examine and prioritize issues in your company so you can focus on areas with the greatest impact on your staff and your budget. "David S. Wu has written a terrific book on doing business in China. Don't miss this guide into the land of the world's first capitalists." -Dr. Bob Rosen, CEO of Healthy Companies International and Author of *Global Literacies* (2000), *Leading People* (1996) and *Healthy Company* (1991) "David S. Wu is an astute executive with a deep knowledge of international commerce in general and China in particular. Let him be your personal guide "through the looking glass," to view and assimilate the issues of doing business in China in fascinating and important new ways." -John Lucht, Author of *Rites of Passage at \$100,000 to \$1 Million+*

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