

大陸資訊及研究中心



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HOW TO CREATE NEW PRODUCTS AND BUSINESSES  
IN CHINA, FOR CHINA AND FOR THE WORLD

The background features a circular arrangement of orange icons: a train at the top, a satellite, a camera, a shopping cart, a laptop, a smartphone, a DNA double helix, two stylized people, and a Wi-Fi signal. The word "CHINA'S" is written in large, bold, white letters with a metallic, reflective texture, centered over the icons.

# CHINA'S

## NEXT STRATEGIC ADVANTAGE

FROM IMITATION TO INNOVATION

GEORGE S. YIP  
AND  
BRUCE MCKERN

"Yip and McKern deliver a comprehensive and insightful study of innovation in China that should challenge business leaders to think carefully about how to benefit from China's growing expertise. As China's capacity for innovation continues to develop rapidly, the authors provide an important reminder: China's market is not just too big to ignore, but now offers companies that are willing to engage in the market essential learning that will help them remain competitive for years to come."

—**John Browne**, Chairman of Huawei UK and L1 Energy; former CEO of BP

"George Yip and Bruce McKern have created a crucial guide for business success in China as this world-leading economy executes a once-in-a-generation economic transition. Their insights mesh well with what Dow has learned over decades of experience in China: that the key to business growth lies in local collaborative innovation, creating sustainable solutions for the Chinese market that can be leveraged around the world."

—**Andrew N. Liveris**, Chairman and CEO, The Dow Chemical Company

"This book describes the next phase in China's development as a leading global country—a phase in which next to manufacturing and export, a model based more on domestic consumption and services, and strongly driven by innovation, is emerging. It is a must-read for anyone interested in the challenges this new era of global competition generates."

—**Feike Sijbesma**, CEO, Royal DSM

"Yip and McKern have written an eye-opening book about the startling growth of innovation in Chinese companies. Using hundreds of cases, they leave no doubt that China is now a major force in innovation with an increasing global reach. The case that engagement with the Chinese system is essential for business success in the coming decades is compelling."

—**A. Michael Spence**, Nobel Laureate in Economics, 2001

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