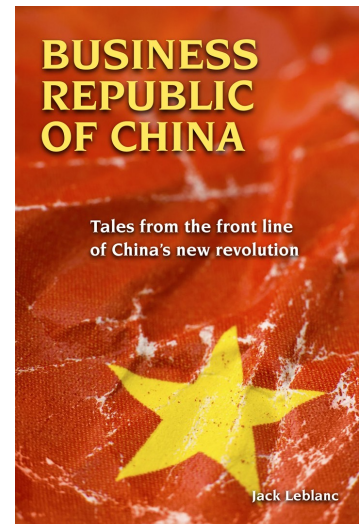


Business Republic of China: Tales from the front line of China's new revolution

BUSINESS / MEMOIR by Jack Leblanc

Jack Leblanc arrived in China in 1989 intending to teach Physics for just two years. He was to spend the next two decades on a very different learning curve as he became involved in a series of business ventures in almost every part of the Middle Kingdom. From farmyard to factory, boardroom to banquet, Leblanc witnessed (and occasionally assisted) the transformation of China from a socialist economy into the world's greatest experiment in capitalism.

Over time it dawned upon him that the key to success is to manage the differences in Chinese and Western business behaviour. To do well in China you must carefully adapt your strategies – or face ruin faster than you can learn how to use chopsticks.



Reviews

"Like many businessmen-turned-writers, Leblanc's prose reads awkwardly at times, but once he gets into full flow he is propelled forward by the strength of his stories. And this is a man with some cracking stories to tell. ... While other similar works can come across as either too academic or too broad and macro-focused, *Business Republic of China* is rich in practical detail. Leblanc's experiences make for instructive reading for any foreign executive doing business in China." — *Tim Burroughs, China Economic Review*

"*Business Republic of China* is a page-turner. In each case, you want to know just how well or poorly the deal turns out and the motivations driving each party. The read is worth it for the postscripts on the people involved and the quieter moments of insight and humour." — *Samantha Kierath, South China Morning Post*

"This kind of book is truly invaluable to any Westerner unfamiliar with the way the Chinese conduct business and establish a good relationship. It's why one has to be attuned to the Chinese sense of personal honor and why time does not play the same role as it does in the U.S. Relating his experiences in an entertaining fashion, Leblanc's book is a first class guide to the Chinese psyche." — *Alan Caruba, Bookviews*

"...provides superb coverage of the challenges, mysteries and sources of success or failure for foreigners doing business in China. Covering a period of almost two decades, it also gives some insight into ways in which business in China has grown up, or failed to, in that time. This is a light and entertaining book that I would recommend to anyone thinking about doing, or just observing, business in China." — *Larry Mongoss, Inside-Out China*

"I enjoyed this book – laughed out loud a few times – and some good memories of my own disasters and triumphs came back to me." — *Paul French, author of Carl Crow: A Tough Old China Hand*

"With hindsight, Leblanc finds humor, even hilarity, in the unexpected twists and reversals during two decades of easing the way for business deals in China and Taiwan. Presumably, the eccentricities, cultural clashes, disputes and deals that faltered didn't look so funny at the time. ...Leblanc gives an entertaining, potentially useful account of his experiences." — **Cairns Media Magazine**

"In ten racy chapters Jack Leblanc describes nearly twenty years of dodgy deals, and, as he puts it 'more booze, more women, more karaoke, more hangovers, more seafood, more saunas, more than my body could take.'" — **John Sexton, china.org.cn**

"I have been teaching in China since 1993, and a book about China would have to be pretty darn good to get my attention. This is that book! It has information that only a real China veteran can impart. Businesspeople planning a China project will ignore this book at their peril." — **Farrokh Langdana, Director, Rutgers Executive MBA Program**

"These are up-close and personal tales from 19 years of brokering deals. This book goes beyond regular seminar fare and reveals the real pitfalls posed by the cultural divide. I highly recommend this entertaining and instructive read." — **Josh Green, CEO, Europcar Asia Pacific; former Chief Representative, China Britain Business Council**

"Leblanc does a good job of turning head-scratching into a marvellously perceptive text." — **German Chamber of Commerce in China**

"A 'must read' for any foreigner who wishes to achieve business success in China." — **Dr. Huiping Li, Anisfield School of Business, Ramapo College of New Jersey**

About the Author

Belgian native Jack Leblanc has a Masters in Nuclear Engineering and an EMBA degree from Rutgers University. He has lived and worked in China since 1989. In 1995, together with his Chinese business partner, a lawyer by profession, he established a firm in China assisting Western and Chinese companies with their commercial endeavours. He experienced first-hand the initial wave of joint ventures, differences in work ethics that complicate co-operation across business cultures, and the metamorphosis of Chinese businesses into world-class enterprises.

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Excerpts from the book may be viewed online at www.blacksmithbooks.com
