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## **Business Strategy and Corporate Governance in the Chinese Consumer Electronics Sector (Chandos Asian Studies Series)**

*Hailan Yang, Stephen Morgan*

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This book analyses how China's firms in the consumer electronics (CE) sector have developed their business strategy and corporate governance during the reform process. The CE sector is one of China's most important and dynamic manufacturing sectors. As one of the earliest market-oriented sectors after 1978, its experience illustrates the adoption of the Western model of management in China. This is the first book to analyse the link between business strategy, corporate governance and performance of firms, explicitly comparing state-, collective-, and privately-owned firms. This book argues that the competitive dynamics of the market are central to the survival of firms in contemporary China. Focuses on the state, collective and private Chinese firms in the consumer electronics sector. Provides insights into the interactions among political, economic and corporate factors in the China business environment that influence the strategies and performance of these firms. Compares the corporate governance of these Chinese firms across different ownership forms.

**About the Author** Dr. Hailan Yang is a Lecturer in the Business School of Shandong Jianzhu University, China. Her research focuses on the impact of cultural, social and economic changes on China's companies. Yang has more than 10-years research experience in China, Britain and Australia. Dr. Stephen Morgan is Research Director of the School of Contemporary Chinese Studies at the University of Nottingham, UK. His research on China spans historical and contemporary economic and business topics.