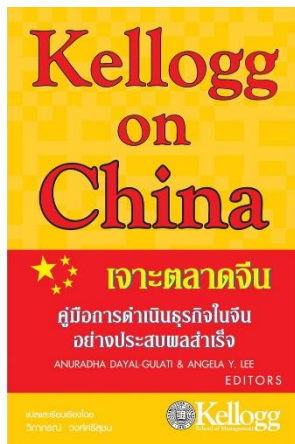


BOOK REVIEW



KELLOGG ON CHINA – TAPPING INTO THE CHINESE MARKET

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The book *Kellogg on China – Tapping into the Chinese Market* provides a comprehensive explanation of China's development in key dimensions including the economy, politics, and international relations, emphasizing the country's rising role as a major global power. At the same time, the book highlights the presence of economic uncertainties and domestic challenges that may influence both China's future direction and the global economy.

A central theme of the book is the importance of understanding China's economic and political transformation, particularly the reform policies initiated in 1978 under the leadership of Deng Xiaoping. These reforms marked the transition toward a more liberalized and market-oriented economy, which subsequently contributed to China's rapid economic growth. Despite these economic changes, China continues to operate under a communist political system. Therefore, investors and business practitioners are encouraged to develop a clear understanding of the political environment and regulatory frameworks that shape business operations in the country. The book further explains that companies operating in China encounter strong competition from local enterprises as well as a complex legal and regulatory structure.

Beyond economic considerations, the book gives significant attention to cultural dimensions of doing business in China. It emphasizes that building and sustaining business relationships extends beyond transactional exchanges and requires deep appreciation of Chinese values related to honesty, mutual respect, and long-term commitment. Such relationships are portrayed as long-term investments which, when carefully developed, can contribute substantially to business success in the Chinese market.

One of the major strengths of the book lies in its detailed discussion of the distinctive characteristics of the Chinese market, which integrates economic, cultural, political, and legal perspectives. Readers are provided with valuable insights that enhance their understanding of how business practices must be adapted to this multifaceted environment. In addition, the book offers strategic guidance for entrepreneurs and firms seeking to enter the Chinese market, particularly in terms of adjusting strategies to local conditions and consumer expectations.

At the same time, the book places strong emphasis on strategic analysis, which encourages readers to focus on long-term planning and market positioning. While this approach strengthens conceptual understanding, future readers may also benefit from complementary discussions related to specific operational functions such as logistics, transportation, and human resource management. Moreover, although the book highlights many successful industries and business cases, expanding the discussion to include a wider variety of industries could further enrich its practical value.

Overall, Kellogg on China presents important lessons for international businesses considering market entry into China. The book clearly demonstrates that successful operations require careful adaptation of business strategies to China's unique market characteristics, close attention to regulatory compliance, and the establishment of effective partnerships with local organizations. In addition, it underscores the necessity of maintaining flexibility in response to economic shifts, political changes, and evolving consumer demands. A strong understanding of Chinese culture is also identified as a crucial factor influencing consumer behavior and partner selection.

Finally, the book suggests that decentralized management and empowerment of local teams can significantly enhance a firm's ability to respond efficiently to market conditions. Taken together, these insights provide valuable guidance for foreign enterprises seeking sustainable success in the Chinese market.