



CHINA'S ECONOMIC SUPERTRENDS

JASON INCH

A modern guidebook to China's macroeconomic trends and opportunities, for businesspeople seeking new strategies, investors seeking growth and professionals interested in new career directions. Available March, 2012.

This deeply researched account of the future of China's economy describes China's top macroeconomic trends and how you can profit from them. These trends affect everyone, inside and outside of China.

Between now and 2018, many new opportunities exist for businesspeople, investors and individuals who want to take advantage of China's economic transformation. Researcher and China expert Jason Inch shows you how to understand China's economic development from a new perspective so that you can position your business, portfolio or career for the maximum return.

The author's insights into China's economy, its people and its political leaders have been gained through over eight years of on-the-ground experience working in China and two decades of research. Based on discussions with CEOs, professors, politicians and entrepreneurs, this book explains why some have succeeded in China and others have not and will help you to become one of the success stories.

As a strategic manual for executives, a guide for investors, or inspiration for individuals China's Economic Supertrends offers unique insights and ideas to the reader.

AUTHOR PROFILE

Jason Inch holds an MBA from Canada's Richard Ivey School of Business and also attended one of China's top business schools, China Europe International Business School (CEIBS). He also holds a B.A. in Asian Studies from the University of Victoria (Canada), one of the premier programs for China studies in Canada. He speaks, reads and writes Mandarin and Japanese fluently as a result of his educational and work background. He currently resides in Shanghai.

Questions and orders: jasoninch@chinasupertrends.com

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