

The China Twist An Entrepreneurs Cautious Tales On Franchising In China

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The China Twist An Entrepreneurs

"China Twist" chronicles the author's efforts in launching a pretzel restaurant franchise in China. The author and a partner left their consulting jobs to start their own deal. They won the China-wide master franchise agreement from Auntie Anne's, a successful US outfit.

The China Twist: An entrepreneur's cautious tales on ...

The China Twist presents the cautionary tales of two Wharton MBAs who brought the Auntie Anne's pretzel franchise to China and encountered outrageous obstacles that will make anyone in business...

The China Twist : NPR

The China Twist: An entrepreneur's cautious tales on franchising in China by Wen-Szu Lin (2012-12-21) Paperback – 1656 by Wen-Szu Lin: (Author)

The China Twist: An entrepreneur's cautious tales on ...

The China Twist: An entrepreneur's cautious tales on franchising in China by Lin, Wen-Szu [Paperback(2012/12/21)] on Amazon.com. *FREE* shipping on qualifying offers.

The China Twist: An entrepreneur's cautious tales on ...

The China Twist: An Entrepreneur's Cautious Tales on Franchising in China by Wen-Szu Lin, Paperback | Barnes & Noble® Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands.

The China Twist: An entrepreneur's cautious tales on ...

Details about The China Twist: Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's Pretzels.

The China Twist An Entrepreneur's Cautious Tales on ...

The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of the Chinese market. The moment I started reading it, I couldn't put it down.

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This exciting first-hand account of serves as a fun and illustrative guide (or warning) for anyone considering doing business in China. Be prepared for a China twist, a process that can resemble a modern version of Chinese Water Torture.

The China Twist by Wen-Szu Lin - Goodreads

Auntie Anne's Pretzels In Beijing: Why The Chinese Didn't Bite It's the entrepreneurs' dream: tapping into China's market of 1.3 billion people. That dream fueled the efforts of two Chinese ...

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Amazon.com: The China Twist eBook: Lin, Wen-Szu: Kindle Store

China's economy is slowing, and the trade war with the United States has pinched growth. But many entrepreneurs are more broadly worried that China won't pursue the economic and political ...

China's Entrepreneurs Are Wary of Its Future - The New ...

All in all, The China Twist is a useful read for anyone considering embarking on a similar business endeavor in China. The afterword to the book, which is essentially a list of business tips, is likely to prove especially useful to aspiring entrepreneurs with an international focus.

Food for Thought: Why Auntie Anne's Pretzels Failed in China

Wen-Szu Lin is International Director of Operations covering North Asia for FOCUS Brands. Prior to that, Wen-Szu was the Master Franchisee for Auntie Anne's Pretzels in China, where he and his...

10 things I learned about being an entrepreneur in China ...

Entrepreneurs think by actions: The entrepreneurial mindset craves action, so much so that they twist the age old maxim to read "Ready, Fire, Aim." Action for the entrepreneur tests their ...

How Do Entrepreneurs Think? - Forbes

(Since I've antagonized the venture capital community with last week's blog, I thought I would complete the picture and "out" entrepreneurs to begin this week. The hard part about writing this blog was narrowing down these lies to ten. Luckily, my partner, Bill Reichert, had already documented this list of the top ten lies of [...]

The Top Ten Lies of Entrepreneurs - Guy Kawasaki

Opinions expressed by Entrepreneur contributors are their own. At the end of September when the latest tariffs were imposed, the trade war between President Trump and the Chinese government...

Tariffs and the Trade War: How to ... - entrepreneur.com

As the U.S. has struggled, countries such as Brazil, Russia, India and China, as well as others in the Asian Pacific region, have been enjoying a long "economic spring" and "economic summer."

Four Trends Startups Need to Know Now - entrepreneur.com

For their part, the companies are expected to argue that they have helped countless entrepreneurs and small businesses, and have made America a leader in innovation amid rising competition from China. The high-profile event has all the makings for a spectacle.

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