

Chapter 13 Marketing in Today's World

BusinessWeek Reader Case Study

The Art of Chinese Relationships

Directions Read the *BusinessWeek* Reader on page 220 of your textbook and answer the questions.

Literal Comprehension

1. What skill must Western businesses learn to have successful business in China?

2. Rod MacGregor founded what U.S. based company with venture capital from Germany, Switzerland, and France?

3. What did Mr. MacGregor quickly realize upon moving his production to China?

4. What company did Mr. MacGregor launch in order to teach other Western business owners the etiquette of doing business in China?

Making Inferences

5. How did Mr. MacGregor's business partner show disrespect to his Chinese business partner when he handed him a business card?

6. Why do you think Mr. MacGregor had the initiative to start a consulting firm dealing with the business etiquette in China?

Critical Thinking

7. Many Western businesses have moved production to China. As this trend continues, do you think that it will be necessary for Western business people to learn more about the Chinese business etiquette? Explain your answer.

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