

China Macmillan Readers

Getting the books China Macmillan Readers now is not type of inspiring means. You could not solitary going in the same way as book gathering or library or borrowing from your connections to entrance them. This is an totally easy means to specifically get lead by on-line. This online message China Macmillan Readers can be one of the options to accompany you similar to having extra time.

It will not waste your time. bow to me, the e-book will completely appearance you other thing to read. Just invest tiny epoch to entry this on-line broadcast China Macmillan Readers as well as evaluation them wherever you are now.

Rouge Street Shuang Xuetao 2022-04-19 NAMED A MOST ANTICIPATED BOOK OF 2022 BY LITERARY HUB, BUSTLE, BOOK CULTURE, AND THE MILLIONS Introduced by Madeleine Thien, author of the Booker finalist novel *Do Not Say We Have Nothing* From one of the most highly celebrated young Chinese writers, three dazzling novellas of Northeast China, mixing realism, mysticism, and noir. An inventor dreams of escaping his drab surroundings in a flying machine. A criminal, trapped beneath a frozen lake, fights a giant fish. A strange girl pledges to ignite a field of sorghum stalks. Rouge Street presents three novellas by Shuang Xuetao, the lauded young Chinese writer whose frank, fantastical short fiction has already inspired comparisons to Ernest Hemingway and Haruki Murakami. Located in China's frigid Northeast, Shenyang, the author's birthplace, boasts an illustrious past: legend holds that the emperor's makeup was manufactured here. But while the city enjoyed renewed importance as an industrial hub under Mao Zedong, China's subsequent transition from communism to a market economy led to an array of social ills: unemployment, poverty, alcoholism, domestic violence, divorce, suicide; that gritty Shenyang epitomizes. Orbiting the toughest neighborhood of a postindustrial city whose vast, inhospitable landscape makes every aspect of life a struggle, these many-voiced missives are united by Shuang Xuetao's singular style: one that balances hard-scabble naturalism with the transcendent and faces the bleak environs with winning humor. Rouge Street illuminates not only the hidden pains of those left behind in an extraordinary economic boom but also the inspirations and grace they, nevertheless, manage to discover.

The Reading of Russian Literature in China M. Gamsa 2010-05-24 This book traces the profound influence that Russian literature, which was tied inseparably to the political victory of the Russian revolution, had on China during a period that saw the collapse of imperial rule and the rise of the Communist Party.

Understanding China [3rd Edition] John Bryan Starr 2010-08-31 After ten years, John Bryan Starr has thoroughly revised and updated his classic introduction to the background of, the data about, and the issues at stake in China's present and future. In the new edition, Starr seamlessly weaves in additional material on the 2008 Olympics in Beijing, the Chinese government's ongoing efforts to curb the influence of the Internet, and the intensifying trade disputes between the United States and China. Succinct, modest, and refreshingly forthright, *Understanding China* remains a necessary guide for the uninitiated to everything from the Chinese economy and political system, to its intellectual freedoms and human rights, to its relationship with the rest of the world.

Macmillan Readers China, Intermediate Gascoigne J. 2014 Focusing on countries and cultures, this title provides an informative overview of Chinese history, its people, culture, traditions, economy, landscape and sport.

America's Coming War with China Ted Galen Carpenter 2015-03-31 One issue could lead to a disastrous war between the United States and China: Taiwan. A growing number of Taiwanese want independence for their island and regard mainland China as an alien nation. Mainland Chinese consider Taiwan a province that was stolen from China more than a century ago, and their patience about getting it back is wearing thin. Washington officially endorses a "one China" policy but also sells arms to Taiwan and maintains an implicit pledge to defend it from attack. That vague, muddled policy invites miscalculation by Taiwan or China or both. The three parties are on a collision course, and unless something dramatic changes, an armed conflict is virtually inevitable within a decade. Although there is still time to avert a calamity, time is running out. In this book, Carpenter tells the reader what the U.S. must do quickly to avoid being dragged into war.

MACMILLAN READERS FOR CHINA LEVEL 1 PACK, 2016

A Feminist Reading of China's Digital Public Sphere Altman Yuzhu Peng 2020-10-20 This book makes an original contribution to the field of feminist cultural studies through an analysis of the gender-politics axis established in China's digital public sphere. While a growing body of literature in contemporary feminist cultural studies has turned attention to the Chinese environment, scholarship remains limited in exploring the intersection of gender and politics in the context of Chinese digital cultures. This book addresses this timely topic. It will appeal to both scholars and students interested in exploring the complex, dynamic interplay between digital cultures, public expressions, as well as representations and perceptions of gender reflected in Chinese Internet users' everyday communicative practice from a feminist media studies perspective.

Teahouses in China and Other Stories Wang Bo 2010 Part of the four-level Tian Tian Zhongwen series, a carefully graded Mandarin Chinese language reader series for upper-elementary to upper-intermediate Chinese language learners. The book contains a selection of 20 colorful stories and articles about China.

Seize the Hour Margaret MacMillan 2006 In February 1972, Nixon amazed the world with a trip to China. He was the first US President to go there - in fact officially the first American since the Communist takeover. It was like a visit to the far side of the moon, but also a brilliant stroke of policy. With China on side Nixon could get out of Vietnam; US technology could help Mao recover from his disastrous Cultural Revolution; most of all, both needed a buttress against Soviet Russia in aggressive mood. Yet the visit set a tone that still lingers. Did the Chinese see Nixon, coming to them, as a supplicant, and has the US been at a disadvantage ever since? Will the two countries cooperate, or will China challenge American dominance? Not just a great historical event, the visit is a great story too, filled with extraordinary people: Nixon himself, red-baiter, crook and shrewd statesman; Mao, frail, erratic, ruthless; the twin machiavellis Chou En-lai and Henry Kissinger; brittle Pat Nixon with her designer coat of 'prostitute's red'; and Mao's wife Jiang Qing, a small-time Shanghai actress now scourge of Chinese civilization. The clash of cultures was almost deafening too: China ancient and contemptuous, with nothing to learn from barbarians beyond the Middle Kingdom, the USA so different but also in its own eyes exceptional - the beacon for the world.

The Myth of Chinese Capitalism Dexter Roberts 2020-03-10 The untold story of how restrictive policies are preventing China from becoming the world's largest economy Dexter Roberts lived in Beijing for two decades working as a reporter on economics, business and politics for Bloomberg Businessweek. In *The Myth of Chinese Capitalism*, Roberts explores the reality behind today's financially-ascendant China and pulls the curtain back on how the Chinese manufacturing machine is actually powered. He focuses on two places: the village of Binghuacun in the province of Guizhou, one of China's poorest regions that sends the highest proportion of its youth away to become migrants; and Dongguan, China's most infamous factory town located in Guangdong, home to both the largest number of migrant workers and the country's biggest manufacturing base. Within these two towns and the people that move between them, Roberts focuses on the story of the Mo family, former farmers-turned-migrant-workers who are struggling to make a living in a fast-changing country that relegates one-half of its people to second-class status via household registration, land tenure policies and inequality in education and health care systems. In *The Myth of Chinese Capitalism*, Dexter Roberts brings to life the problems that China and its people face today as they attempt to overcome a divisive system that poses a serious challenge to the country's future development. In so doing, Roberts paints a boot-on-the-ground cautionary picture of China for a world now held in its financial thrall.

Discover China Workbook Three Anqi Ding 2013-10 "This is a four-level course specially designed for beginner to intermediate level students and employs a communicative approach to language learning. Emphasis is placed on pair work, group work and on a variety of speaking and listening activities to help students become confident Chinese language speakers." -- back cover.

China and the Three Worlds King C. Chen 1979
The Anglo-Chinese Readers 1909

MACMILLAN READERS FOR CHINA LEVEL 2 PACK, 2016

Modern China Cary Krosinsky 2020-05-23 Calling for more cooperation between China and the west, this new book by noted author and educator Cary Krosinsky provides readers with an on-the-ground perspective of what's really happening in China today on the back of its recent economic rise, its desire and need to solve environmental challenges and the new positive dynamic created by its need for foreign capital. In doing so, Krosinsky and his colleagues from the Sustainable Finance Institute and Brown University highlight how China has recaptured its role as a leader in innovation, arguing that current approaches to the relationship hinder global progress on issues such as climate change, inequality, air pollution, food integrity and water security and pushes back on confrontational approaches and attempts to clarify misperceptions about contemporary China. China's recent rise includes becoming a global leader on green policy and green finance, as it is increasingly leading the way towards modernization through innovation strategies focused on infrastructure, education, healthcare and aspects of clean energy technology, leading to opportunities across private equity, venture capital and green bonds. This creates an exciting opportunity for positive change, with environmental challenges becoming more salient to its own population, adding pressure on the government to provide solutions. China changes faster than any country in the world, creating an opportunity for meaningful, ongoing, positive transitions. Modern China is a call for more cooperation, and makes a clear, cogent case for collaboration in the face of current confrontational approaches. At the same time, dire environmental and social circumstances require an all-hands-on-deck approach. This book provides specific examples of what's working and what's needed to compete and thrive in this new paradigm through trusted relationships placed front and center for the future of economies and the betterment of global society.

China Jennifer Gascoigne 2014 Focusing on countries and cultures, this title provides an informative overview of Chinese history, its people, culture, traditions, economy, landscape and sport. It includes an audio CD.

Mapping Digital Game Culture in China Marcella Szablewicz 2020-02-18 In this book, Marcella Szablewicz traces what she calls the topography of digital game culture in urban China, drawing our attention to discourse and affect as they shape the popular imaginary surrounding digital games. Szablewicz argues that games are not mere sites of escape from Real Life, but rather locations around which dominant notions about failure, success, and socioeconomic mobility are actively processed and challenged. Covering a range of issues including nostalgia for Internet cafés as sites of youth sociality, the media-driven Internet addiction moral panic, the professionalization of e-sports, and the rise of the self-proclaimed loser (diaosi), *Mapping Digital Game Culture* in China uses games as a lens onto youth culture and the politics of everyday life in contemporary China. Based on ethnographic fieldwork conducted between 2009 and 2015 and first-hand observations spanning over two decades, the book is also a social history of urban China's shifting technological landscape.

A Nice Lady in Shanghai and Other Stories Zhou Jing 2010 Part of the four-level Tian Tian Zhongwen series, a carefully graded Mandarin Chinese language reader series for upper-elementary to upper-intermediate Chinese language learners. The book contains a selection of 20 colorful stories and articles about China.

The Boxer Rebellion and the Great Game in China David J. Silbey 2012-03-27 The year is 1900, and Western empires both old and new are locked in regional entanglements across the globe. The British are losing a bitter war against the Boers while the German kaiser is busy building a vast new navy. The United States is struggling to put down an insurgency in the South

Pacific while the upstart imperialist Japan begins to make clear to neighboring Russia its territorial ambition. In China, a perennial pawn in the Great Game, a mysterious group of superstitious peasants is launching attacks on the Western powers they fear are corrupting their country. These ordinary Chinese called Boxers by the West because of their martial arts showmanship rise up, seemingly out of nowhere. Foreshadowing the insurgencies of the more recent past, they lack a centralized leadership and instead tap into latent nationalism and deep economic frustration to build their army. Their battle cry: "Support the Qing, exterminate the foreigners." Many scholars brush off the Boxers as an ill-conceived and easily defeated revolt, but the military historian David J. Silbey shows just how close they came to beating back the combined might of all the imperial powers. Drawing on the diaries and letters of allied soldiers and diplomats, Silbey paints a vivid portrait of the short-lived war. Even though their cause ended just as quickly as it began, the bravery and patriotism of the Boxers would inspire Chinese nationalists including a young Mao Zedong for decades to come.

Soft Power in China J. Wang 2011-01-03 This book is about how China strives to rebuild its soft power through communication. It recounts China's efforts by examining a set of public diplomacy tactics and programs in its pursuit of a 'new' and 'improved' global image. These case studies invites the reader to a more expansive discussion on the instruments of soft power. Literature the People Love Krista Van Fleit Hang 2013-05-07 Examining the production of 'people's literature' in China, this study provides a new interpretive framework with which to understand socialist literature and presents a sympathetic understanding of culture from a period in China's history in which people's lives were greatly and obviously affected by political events.

Chinese Face Reading Maura Bright 2001-03

Contemporary China Tamara Jacka 2013-07-22 China's rapid economic growth, modernization and globalization have led to astounding social changes. Contemporary China provides a fascinating portrayal of society and social change in the contemporary People's Republic of China. This book introduces readers to key sociological perspectives, themes and debates about Chinese society. It explores topics such as family life, citizenship, gender, ethnicity, labour, religion, education, class and rural/urban inequalities. It considers China's imperial past, the social and institutional legacies of the Maoist era, and the momentous forces shaping it in the present. It also emphasises diversity and multiplicity, encouraging readers to consider new perspectives and rethink Western stereotypes about China and its people. Real-life case studies illustrate the key features of social relations and change in China. Definitions of key terms, discussion questions and lists of further reading help consolidate learning. Including full-colour maps and photographs, this book offers remarkable insight into Chinese society and social change.

China Bride Henry Luk 2013-05-28 Beth Connor is suddenly plunged into the nightmarish world of underground Hong Kong when she is kidnapped by the Chinese Mafia while on her way to meet her fiancé's parents. A former Olympic runner, Connor makes a daring escape, only to find herself alone and bewildered in an unfamiliar and threatening world of seedy nightclubs and illicit pornography. It will take guts, street smarts, and a healthy dose of good luck for Connor to outfox the Triads still on her trail—as they are determined to teach the American Girl a lesson she'll never forget. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Blockchain Chicken Farm Xiaowei Wang 2020-10-13 A New York Times Book Review Editors' Choice "A brilliant and empathetic guide to the far corners of global capitalism." --Jenny Odell, author of How to Do Nothing From FSGO x Logic: stories about rural China, food, and tech that reveal new truths about the globalized world In Blockchain Chicken Farm, the technologist and writer Xiaowei Wang explores the political and social entanglements of technology in rural China. Their discoveries force them to challenge the standard idea that rural culture and people are backward, conservative, and intolerant. Instead, they find that rural China has not only adapted to rapid globalization but has actually innovated the technology we all use today. From pork farmers using AI to produce the perfect pig, to disruptive luxury counterfeits and the political intersections of e-commerce villages, Wang unravels the ties between globalization, technology, agriculture, and commerce in unprecedented fashion. Accompanied by humorous "Sinofuturist" recipes that frame meals as they transform under new technology, Blockchain Chicken Farm is an original and probing look into innovation, connectivity, and collaboration in the digitized rural world. FSG Originals x Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

Young China Zak Dychtwald 2018-02-13 The Wall Street Journal: "Engrossing...[Dychtwald] writes with an infectious energy." The Washington Post: "Enlightening...we learn that Chinese millennials, unlike their jaded American counterparts, are still dreamers and strivers, and have faith that they can achieve their dreams." Christian Science Monitor: "Fascinating... a remarkably revealing portrait of China's youngest generations." Randall Stross, author of Bulls in the China Shop and Other Sino-American Business Encounters: "A rarity among books about China: Young China is a fun read." Elizabeth Economy, C.V. Starr Senior Fellow and Director for Asia Studies at the Council on Foreign Relations: "An engaging read for anyone looking for an introduction to contemporary Chinese culture and society." The author, in his twenties, who is fluent in Chinese, examines the future of China through the lens of the Jiu Ling Hou—the generation born after 1990. A close up look at the Chinese generation born after 1990 exploring through personal encounters how young Chinese feel about everything from money and sex, to their government, the West, and China's shifting role in the world—not to mention their love affair with food, karaoke, and travel. Set primarily in the Eastern 2nd tier city of Suzhou and the budding Western metropolis of Chengdu, the book charts the touchstone issues this young generation faces. From single-child pressure, to real taking madness and the frenzy to buy an apartment as a prerequisite to marriage, from one-night-stands to an evolving understanding of family, Young China offers a fascinating portrait of the generation who will define what it means to be Chinese in the modern era. Zak Dychtwald was twenty when he first landed in China. He spent years deeply immersed in the culture, learning the language and hanging out with his peers, in apartment shares and hostels, on long train rides and over endless restaurant meals.

A History of China John A.G. Roberts 2006-12-26 This rich and absorbing history of China from earliest times to the present covers the country's complex political and economic structures and culture in a concise yet nuanced manner. For this new edition, Roberts has developed his analysis of recent interpretations of Chinese history, especially those relating to prehistory and early history, intellectual and cultural trends, China's relationships with her neighbours and the wider world, the rise of the Communists and the role of women in Chinese society.

Nixon and Mao Margaret MacMillan 2007-02-13 Margaret MacMillan, praised as *la super writer* who can bring history to life! (The Philadelphia Inquirer), brings her extraordinary gifts to one of the most important subjects today—the relationship between the United States and China—and one of the most significant moments in modern history. In February 1972, Richard Nixon, the first American president ever to visit China, and Mao Tse-tung, the enigmatic Communist dictator, met for an hour in Beijing. Their meeting changed the course of history and ultimately laid the groundwork for the complex relationship between China and the United States that we see today. That monumental meeting in 1972—during that Nixon called it the week that changed the world—could have been brought about only by powerful leaders: Nixon himself, a great strategist and a flawed human being, and Mao, willful and ruthless. They were assisted by two brilliant and complex statesmen, Henry Kissinger and Zhou En-lai. Surrounding them were fascinating people with unusual roles to play, including the enormously disciplined and unhappy Pat Nixon and a small-time Shanghai actress turned monstrous empress, Jiang Qing. And behind all of them lay the complex history of two countries, two great and equally confident civilizations: China, ancient and contemptuous yet fearful of barbarians beyond the Middle Kingdom, and the United States, forward-looking and confident, seeing itself as the beacon for the world. Nixon thought China could help him get out of Vietnam. Mao needed American technology and expertise to repair the damage of the Cultural Revolution. Both men wanted an ally against an aggressive Soviet Union. Did they get what they wanted? Did Mao betray his own revolutionary ideals? How did the people of China react to this apparent change in attitude toward the imperialist Americans? Did Nixon make a mistake in coming to China as a supplicant? And what has been the impact of the visit on the United States ever since? Weaving together fascinating anecdotes and insights, an understanding of Chinese and American history, and the momentous events of an extraordinary time, this brilliantly written book looks at one of the transformative moments of the twentieth century and casts new light on a key relationship for the world of the twenty-first century.

China and three world King C. Chen 1979

Saints Gene Luen Yang 2013-09-10 Vibiana, an unwanted fourth child, finds her name and identity in Christianity, but with the Boxer Rebellion in full swing and Chinese Christians facing death, she must decide whether her loyalties lie with her religion or her country.

The Story of China Michael Wood 2020-11-17 A single volume history of China, offering a look into the past of the global superpower and its significance today. Michael Wood has travelled the length and breadth of China, the world's oldest civilization and longest lasting state, to tell a thrilling story of intense drama, fabulous creativity, and deep humanity that stretches back thousands of years. After a century and a half of foreign invasion, civil war, and revolution, China has once again returned to center stage as a global superpower and the world's second largest economy. But how did it become so dominant? Wood argues that in order to comprehend the great significance of China today, we must begin with its history. The Story of China takes a fresh look at the Middle Kingdom in the light of the recent massive changes inside the country. Taking into account exciting new archeological discoveries, the book begins with China's prehistory—the early dynasties, the origins of the Chinese state, and the roots of Chinese culture in the age of Confucius. Wood looks at particular periods and themes that are now being reevaluated by historians, such as the renaissance of the Song with its brilliant scientific discoveries. He paints a vibrant picture of the Qing Empire in the 18th century, just before the European impact, a time when China's rich and diverse culture was at its height. Then, Wood explores the encounter with the West, the Opium Wars, the clashes with the British, and the extraordinarily rich debates in the late 19th century that pushed China along the path to modernity. Finally, he provides a clear up-to-date account of post-1949 China, including revelations about the 1989 crisis based on newly leaked inside documents, and fresh insights into the new order of President Xi Jinping. All woven together with landscape history and the author's own travel journals, The Story of China is the indispensable book about the most intriguing and powerful country on the world stage today.

Discover China Anqi Ding 2011 Specially designed for low-intermediate level teenage-adult level learners, Discover China Student Book 3 + Audio CD 3 is part of a four-level Mandarin Chinese course which utilizes a communicative and truly integrated approach to Chinese language learning. Emphasis is placed on communication in real contexts.

Surveillance State Josh Chin 2022-09-06 Where is the line between digital utopia and digital police state? Surveillance State tells the gripping, startling, and detailed story of how China's Communist Party is building a new kind of political control: shaping the will of the people through the sophisticated and often brutal harnessing of data. It is a story born in Silicon Valley and America's "War on Terror," and now playing out in alarming ways on China's remote Central Asian frontier. As a minority separatist movement strains against Party control, China's leaders have built a dystopian police state that keeps millions under the constant gaze of security forces armed with AI. But across the country in the city of Hangzhou, the government is weaving a digital utopia, where technology helps optimize everything from traffic patterns to food safety to emergency response. Award-winning journalists Josh Chin and Liza Lin take readers on a journey through the new world China is building within its borders, and beyond. Telling harrowing stories of the people and families affected by the Party's ambitions, Surveillance State reveals a future that is already underway in a new society engineered around the power of digital surveillance.

Anglo-Chinese Readers (The). 1913

Today Hong Kong, Tomorrow the World Mark L. Clifford 2022-02-01 A gripping history of China's deteriorating relationship with Hong Kong, and its implications for the rest of the world. For 150 years as a British colony, Hong Kong was a beacon of prosperity where people, money, and technology flowed freely, and residents enjoyed many civil liberties. In preparation for handing the territory over to China in 1997, Deng Xiaoping promised that it would remain highly autonomous for fifty years. An international treaty established a Special Administrative Region (SAR) with a far freer political system than that of Communist China—one with its own currency and government administration, a common-law legal system, and freedoms of press, speech, and religion. But as the halfway mark of the SAR's lifespan approaches in 2022, it is clear that China has not kept its word. Universal suffrage and free elections have not been instituted, harassment and brutality have become normalized, and activists are being jailed en masse. To make matters worse, a national security law that further crimps Hong Kong's freedoms has

recently been decreed in Beijing. This tragic backslide has dire worldwide implications: as China continues to expand its global influence, Hong Kong serves as a chilling preview of how dissenters could be treated in regions that fall under the emerging superpower's control. Today Hong Kong, Tomorrow the World tells the complete story of how a city once famed for protests so peaceful that toddlers joined grandparents in millions-strong rallies became a place where police have fired more than 10,000 rounds of tear gas, rubber bullets and even live ammunition at their neighbors, while pro-government hooligans attack demonstrators in the streets. A Hong Kong resident from 1992 to 2021, author Mark L. Clifford has witnessed this transformation firsthand. As a celebrated publisher and journalist, he has unrivaled access to the full range of the city's society, from student protestors and political prisoners to aristocrats and senior government officials. A powerful and dramatic mix of history and on-the-ground reporting, this book is the definitive account of one of the most important geopolitical standoffs of our time.

Snow Falling in Spring Moying Li 2010-03-06 Most people cannot remember when their childhood ended. I, on the other hand, have a crystal-clear memory of that moment. It happened at night in the summer of 1966, when my elementary school headmaster hanged himself. In 1966 Moying, a student at a prestigious language school in Beijing, seems destined for a promising future. Everything changes when student Red Guards begin to orchestrate brutal assaults, violent public humiliations, and forced confessions. After watching her teachers and headmasters beaten in public, Moying flees school for the safety of home, only to witness her beloved grandmother denounced, her home ransacked, her father's precious books flung onto the back of a truck, and Baba himself taken away. From labor camp, Baba entrusts a friend to deliver a reading list of banned books to Moying so that she can continue to learn. Now, with so much of her life at risk, she finds sanctuary in the world of imagination and learning. This inspiring memoir follows Moying Li from age twelve to twenty-two, illuminating a complex, dark time in China's history as it tells the compelling story of one girl's difficult but determined coming-of-age during the Cultural Revolution. *Snow Falling in Spring* is a 2009 Bank Street - Best Children's Book of the Year.

Boxers Gene Luen Yang 2013-09-10 In 1898 China, Little Bao has had enough of foreign missionaries and soldiers robbing peasants, and he recruits an army of Boxers to fight to free China from its oppressors.

Alibaba's World Porter Erisman 2015-05-12 In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history — bigger than Google, Facebook and Twitter combined. Alibaba, now the world's largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon's, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In *Alibaba's World*, author Porter Erisman, one of Alibaba's first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world's most dominant e-commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that's poised to sweep the ecommerce world today. And he analyzes Alibaba's role as a harbinger of the new global business landscape—with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba—and its inevitable descendants—is both essential and instructive.

Yuehua Liu 2008-01-01 Cheng & Tsui's best-loved Chinese textbook series is new, revised, and better than ever!

Fourth Direct Method English Reader for Schools in China Llewelyn Tipping 1924