



The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories (Volume 1)

By Jeffrey Towson, Jonathan Woetzel

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This small "speed-read" book is the distilled knowledge of two Peking University business professors with over 30 years of experience on the ground in China and the emerging markets. According to authors Jeffrey Towson and Jonathan Woetzel, "if we had the undivided attention of someone from Ohio, Brighton or Lima for just one hour, this little book is what we would say."

Author Jonathan Woetzel is a senior partner of McKinsey & Company. He opened McKinsey's Shanghai location in 1995 and has been resident since then. He currently the global leader of its Cities Special Initiative and the Asia-based Director of the McKinsey Global Institute. He has led many of the Firm's most significant projects in China including the first major international listing of a Chinese company and the development of the economic plans for the cities of Shanghai, Wuhan, Shenzhen, Xian and Harbin among others. He co-chairs the Urban China Initiative along with Tsinghua University and Columbia University to catalyze the next stage of China's urbanization.

Author Jeffrey Towson is a private equity investor, professor and best-selling author. His area of expertise is developing economy investing and cross-border strategies – primarily US-China deals in healthcare and consumer products. He was previously Head of Direct Investments for Middle East North Africa and Asia Pacific for Prince Alwaleed, nicknamed by Time magazine the "Arabian

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