



Created in China: How China is Becoming a Global Innovator

By Georges Haour, Max von Zedtwitz

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Undisputedly, China has become the world's manufacturing powerhouse, accounting for around half of all personal computers, digital cameras and kitchen appliances. However, the country is fast transitioning from low-cost manufacturing to a higher-value, innovation-led economy, a critical transformation that is at the heart of this new title.

Companies are the essential engines of the wealth-creation process, particularly in the areas of internet and mobile telecommunications, and firms such as Tencent and Xiaomi are showing clear potential to become major players. Demonstrating strong commitment to the country's relentless progress in the realm of innovation, the Chinese government has encouraged the development of a business environment in which firms can experiment, operate and thrive. *Created in China* provides an examination of the critical human factors at play, as well as re-assessing some of the metrics traditionally used to describe and measure China's capacity for innovation.

As Chinese firms begin to transform the country into a truly global innovator, the emerging patterns of future innovation are identified and reviewed. New and dynamic practices are arising that are recognisably Chinese, yet at the same time capable of competing on the world stage. Following the successes of firms such as Huawei, Haier and Lenovo, a growing number of technology-focused firms are now turning their attention towards markets outside of China – a development that will not only benefit the country but will provide exciting opportunities for businesses throughout the world.

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Editorial Review

Review

Highly informative and insightful on what makes innovation click in China. This book should be on every executive's must-read list. -- Prof. Jin Chen Tsinghua University, China A wide-ranging and illuminating overview of Chinese science and technology past and present, and an informative analysis of what is shaping its developing capacity for innovation. I highly recommend it. -- Eleanor D. Westney Sloan Fellows Professor Emerita, MIT Sloan School of Management, USA, and Visiting Professor of International Business, Aalto School of Business, Finland China is undoubtedly the next big story in 21st century innovation. As I have been leading R&D and innovation in both the Silicon Valley and China for more than two decades myself, the authors are highlighting all the important challenges and opportunities in China. A profitable read for anyone anywhere competing on the world stage of innovation. -- Li Gong, PhD Chairman & CEO of Acadine Technologies, ex-President of Mozilla Corporation This most insightful fresco of innovation in China outlines the patterns expected to be followed by China on its way to becoming a major source of innovation for the world. Very appropriately focused on China's firms and on entrepreneurial innovation, this book provides a wealth of information in a clear fashion. Enjoy! -- Dr. Uli Sigg Deputy Chairman of the media Ringier Group and former Swiss Ambassador to China

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