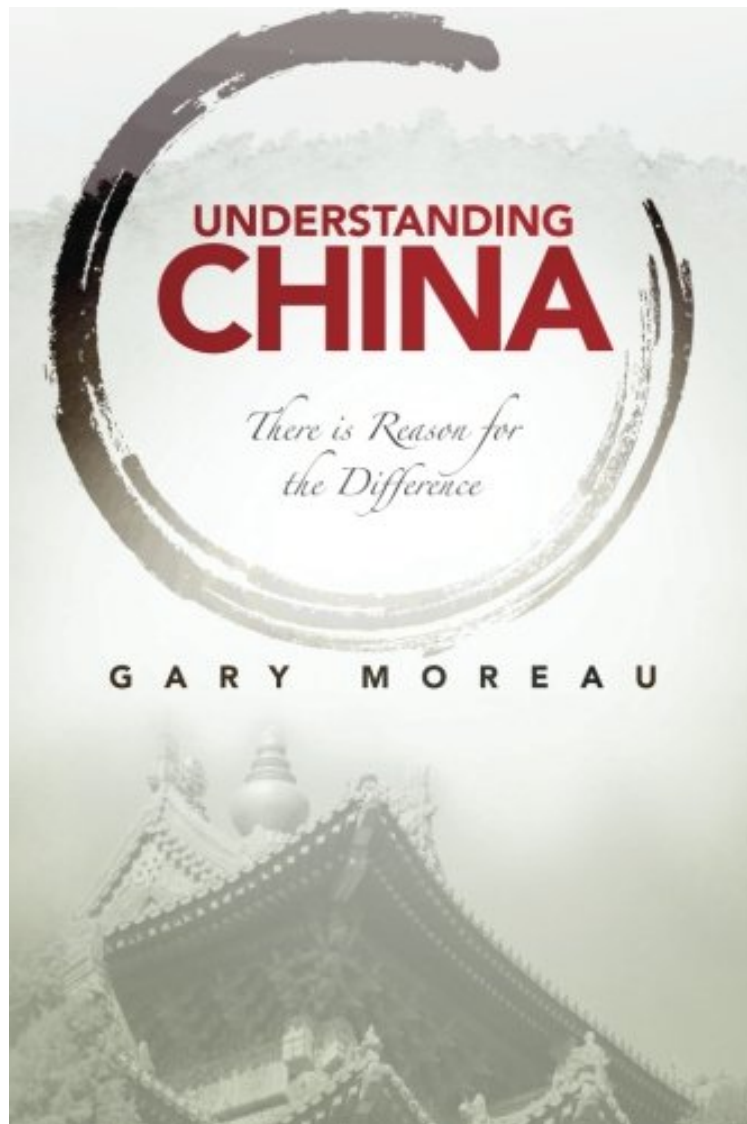


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Ryan Understanding China is a "must-read" for anyone interested in culture, working with Asian businesses, visiting China or simply if you enjoy a well-written book! I worked in China in the 90's and while I eventually understood the differences, I never understood "why" until now. Moreau does a great job explaining the "why". Well done!! 0 of 0 people found the following review helpful. Very good book with lots of very interesting insight from an ...By Artist TrekRead this for a college Chinese class and met the author in person. Very good book with lots of very interesting insight from an American Business man in China.

With the meteoric rise of China over the past decades comes an increase in the number of people who are drawn to the Middle Kingdom for travel and business, along with a corresponding surge in guidebooks on Chinese culture and business etiquette. But such books only brush the surface. Author Gary Moreau discovered the hard way that being an effective businessperson in China takes more than just learning what to expect and how to react in different situations. He realized he had to understand not just how our cultures differ but why they differ. In *Understanding China*, Moreau offers a fascinating exploration of why the Chinese exhibit different beliefs and behaviors, beginning by comparing the Chinese and Western worldviews as they evolved from the foundational influences of Confucius and Aristotle, respectively. Based on his personal experiences and observations from living and working in Beijing since 2007, the book discusses the significance of the Chinese worldview in the business climate, living environment, and politics of China. Whether your interest is in travel, living abroad, business, or gaining insight into one of the most important players on the world stage today, this engaging book delivers deeper understanding of this captivating culture.

KIRKUS REVIEW An American expatriate in China explores the country's culture, citizens, and economy in this open-minded meditation. Moreau, now retired and living in Beijing, arrived in China in 2007 to run a glass factory for an American corporation and experienced a sink-or-swim immersion in its sometimes-baffling, always intriguing mores. His memoir/reflection covers everything from Chinese etiquette, holidays, and cuisine to the country's medical system, police force, and geopolitical ambitions. This debut book traces China's idiosyncrasies to the deep imprint of Confucian and Taoist philosophies. In contrast to the West's linear and deductive logic, based on clear cause-and-effect relationships and moral absolutes, Moreau argues, Chinese society is infused with inductive and holistic reasoning that takes the world as a given and values social harmony above rigid ideals. The result, he contends, is that the Chinese are pragmatic and flexible but incurious and lacking in innovation. These broad generalizations are sometimes overdrawn and look for philosophical rationales where more prosaic explanations might do. (For example, Chinese business executives preference for making informal compromises with government demands, rather than standing on legal principle, probably owes more to the nation's lack of an independent judiciary than to Confucian precepts.) Moreau's examinations of day-to-day life and habits include discussions about the difficulty of learning to read and speak Mandarin, the irrepressible anarchy of Chinese driving, the tightknit bonds of Chinese families and folkways and the difficulty foreigners face in coping with them (his advice is to be proudly foreign the Chinese expect it), and the official crackdown on, um, funeral strippers. Moreau expertly examines Chinese business culture and writes shrewdly about subjects ranging from how to navigate rabidly hard-nosed Chinese business negotiation the silent treatment is his secret weapon to the increasing difficulties that Western companies, addicted to set-in-stone process and paperwork, face in China's hypercompetitive domestic marketplace. Moreau's well-informed but highly readable and entertaining prose strikes a nice balance between revealing anecdotes and thoughtful analyses. Westerners interested in or traveling to China can learn much from his engaging observations. An insightful, compelling introduction to the intricacies of Chinese business and life. About the Author Gary Moreau lives in China and served as the general manager for a US-based multinational company from 2007 to 2015. Moreau attended Middlebury College in Vermont and was appointed a Global Leader for Tomorrow by the World Economic Forum in its inaugural class of 1993 a class that included Bill Gates, Michael Dell, and Yo-Yo Ma. He was the COO of a leading US manufacturing company for five years before becoming an operating partner with a private equity firm and then moving to China to manage a manufacturing plant and workforce of 450 Chinese nationals from every region of the country. He was the company's only expatriate. In addition to his nonfiction book *Understanding China*, Moreau has also written two fictional novels under the pen name of Avam Hale, an anagram of the names of his two daughters. Visit his blog at glassmakerinchina.com.