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## Four Hundred Million Customers: The Experiences - Some Happy, Some Sad -Of an American in China and What They Taught Him (Paperback)

By Carl Crow

Camphor Press Ltd, 2002. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Four Hundred Million Customers (1937) is a collection of humorous essays and piquant anecdotes underpinned by well-informed insight and highlighted by witty drawings by G. Sapojnikoff. Like a bowl of salted peanuts, these vignettes make you want more. The book was welcomed on its publication as the most entertaining and instructive introduction to the rapidly modernizing people of the new China and their resilient customs. While it has been taught in recent years at the Harvard Business School, the book -- or at least its title -- has been cited much more than read, usually to illustrate American illusions about the China market. Yet the book has lost none of its still perceptive insights into China, which is now more than triple four hundred million. Crow, living in Shanghai [in the early twentieth century], wrote in a bemused manner about city dwellers. [While] Crow s book was of little value to the China watcher of the 1950s and 1960s . . . once Chinese reform and opening took off after 1978, the clever city dwellers that Crow described in the 1930s are...



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