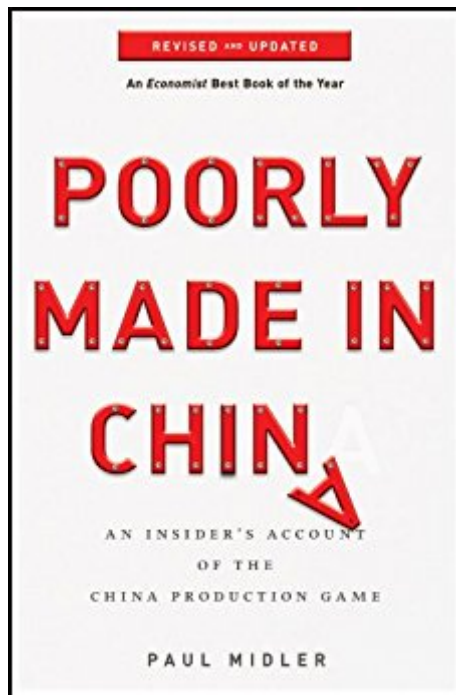


The book was found

Poorly Made In China: An Insider's Account Of The China Production Game



Synopsis

An insider reveals what canâ€™t and doesâ€™t go wrong when companies shift production to China In this entertaining behind-the-scenes account, Paul Midler tells us all that is wrong with our effort to shift manufacturing to China. Now updated and expanded, Poorly Made in China reveals industry secrets, including the dangerous practice of quality fadeâ€™the deliberate and secret habit of Chinese manufacturers to widen profit margins through the reduction of quality inputs. U.S. importers donâ€™t stand a chance, Midler explains, against savvy Chinese suppliers who feel they have little to lose by placing consumer safety at risk for the sake of greater profit. This is a lively and impassioned personal account, a collection of true stories, told by an American who has worked in the country for close to two decades. Poorly Made in China touches on a number of issues that affect us all.

Book Information

File Size: 722 KB

Print Length: 260 pages

Publisher: Wiley; 2 edition (December 3, 2010)

Publication Date: December 3, 2010

Sold by:Â Digital Services LLC

Language: English

ASIN: B004G5Z2A8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #115,548 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10

inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Outsourcing

#11 inÂ Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #16

inÂ Books > Business & Money > Human Resources > Outsourcing

Customer Reviews

I have done business in China since 1986. I know from experience how tricky and dangerous it is, especially for the newcomer. Curiously Mr. Midler refers to suppliers in Shantou (Canton Province) and I too have many suppliers there. Apparently this behavior amongst the Chinese is across the

board no matter what product you work with. And they don't care no matter what threats or promises you make. I actually had one supplier who told me he would no longer sell to me because "you complain too much"! No loss to me, easily replaced you can be sure. Communists or not, the almighty greenback is king in China but as Mr. Midler makes very clear, it is not going to get you what you think you contracted for. Something close, maybe, but not right on target. The Chinese screwed up so many of my shipments that I got the distinct impression that the translators were interpreting my directions, not translating them. So I spent years learning to speak Mandarin. I am totally fluent now, have often been mistaken for being Chinese on the telephone by those who had not yet met me. No matter, I told them straight out what I wanted in their own language and STILL they basically did it wrong to shave off a few bucks to their advantage. I could never understand that way of thinking, in America we keep the customers happy to perpetuate our business with them, we do not consistently antagonize them. This book will open your eyes if you want to do business in China and if you are already there you cannot help but agree with everything he says. Pay close attention, he knows what he is talking about. They will go behind your back and try to deal directly with your customer, they will yes you to death and then do whatever they please without any regard for you or your customer.

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