



**A BOOK FOR  
EVERYONE WHO  
DOES BUSINESS  
WITH CHINA OR  
IN CHINA**

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# CHINA'S NEXT STRATEGIC ADVANTAGE

## FROM IMITATION TO INNOVATION

GEORGE S. YIP AND  
BRUCE MCKERN

**George S. Yip** is professor of strategy at the China Europe International Business School (CEIBS) in Shanghai and co-director of its Centre on China Innovation and Professor of Marketing and Strategy at Imperial College Business School in London. **Bruce McKern** is a visiting professor at CEIBS, visiting research fellow at Oxford University and INSEAD, and former director of Stanford University's Sloan Master's Program.

"Yip and McKern deliver a comprehensive and insightful study of innovation in China that should challenge business leaders to think carefully about how to benefit from China's growing expertise. As China's capacity for innovation continues to develop rapidly, the authors provide an important reminder: China's market is not just too big to ignore, but now offers companies that are willing to engage in the market essential learning that will help them remain competitive for years to come."

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"George Yip and Bruce McKern have created a crucial guide for business success in China as this world-leading economy executes a once-in-a-generation economic transition. Their insights mesh well with what Dow has learned over decades of experience in China: that the key to business growth lies in local collaborative innovation, creating sustainable solutions for the Chinese market that can be leveraged around the world."

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"This book describes the next phase in China's development as a leading global country—a phase in which next to manufacturing and export, a model based more on domestic consumption and services, and strongly driven by innovation, is emerging. It is a must-read for anyone interested in the challenges this new era of global competition generates."

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"Yip and McKern have written an eye-opening book about the startling growth of innovation in Chinese companies. Using hundreds of cases, they leave no doubt that China is now a major force in innovation with an increasing global reach. The case that engagement with the Chinese system is essential for business success in the coming decades is compelling."

—**A. MICHAEL SPENCE, NOBEL LAUREATE IN ECONOMICS, 2001**