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Apple in China Patrick McGee, 2025-05-13 THE NEW YORK TIMES BESTSELLER Absolutely riveting Peter Frankopan author of *The Silk Roads* Disturbing and enlightening Chris Miller author of *Chip War* Hugely important Rana Foroohar author of *Makers and Takers* A once in a generation read Robert D Kaplan author of *Waste Land* As Trump wages a tariff war with China seeking to boost domestic electronics manufacturing this book offers an unparalleled insight into why his strategy is embarrassingly naïve Apple isn't just a brand it's the world's most valuable company and creator of the 21st century's defining product The iPhone has revolutionized the way we live work and connect But Apple is now a victim of its own success caught in the middle of a new Cold War between two superpowers On the brink of bankruptcy in 1996 Apple adopted an outsourcing strategy By 2003 it was lured to China by the promise of affordable ubiquitous labour As the iPod and iPhone transformed Apple's fortunes their sophisticated production played a seminal role in financing training supervising and supplying Chinese manufacturers skills Beijing is now weaponizing against the West Investigative journalist Patrick McGee draws on 200 interviews with former Apple executives and engineers to reveal how Cupertino's choice to anchor its supply chain in China has increasingly made it vulnerable to the regime's whims Both an insider's historical account and a cautionary tale *Apple in China* is the first history of Apple to go beyond the biographies of its top executives and set the iPhone's global domination within an increasingly fraught geopolitical context

China's New Retail Economy Shuguang Wang, 2014-01-10 Retail is the essential link between production and consumption The dynamics of a nation's economy cannot be fully understood without a good understanding of its retail sector This book is written to achieve three broad objectives First it provides a comprehensive assessment of the changes in consumption patterns in China the current size of the Chinese consumer market and the regional variations Second it presents an interpretation of the changes in the country's regulatory system and the corresponding policy initiatives including the new state spatial strategies devised after its admission to the WTO Third it delivers a systematic analysis of the transformation of China's retail sector This includes the entry and expansion of foreign retailers the development of indigenous retail chains as a national strategy to modernize China's retail industry and the changing retailer supplier relations This book is a useful reference not only for university students and faculty researchers but also for international retailers and commercial real estate developers who contemplate business and investment opportunities in China

Cartographies of the Absolute, **Arab Dawn** Bessma Momani, 2015-11-26 In the West news about the Middle East is dominated by an endless stream of reports and commentary about civil war sectarian violence religious extremism and economic stagnation But do they tell the full story For instance who knew that university enrolment in the war-torn Palestinian territories exceeds that of Hong Kong or that more than a third of Lebanese entrepreneurs are women Change is on its way in the Middle East argues Bessma Momani and its cause is demographic Today one in five Arabs is between the ages of fifteen and twenty four Young optimistic and increasingly

cosmopolitan their generation will shape the region's future Drawing on interviews surveys and other research conducted with young people in fifteen countries across the Arab world Momani describes the passion for entrepreneurship reform and equality among Arab youth With insightful political analysis based on the latest statistics and first hand accounts Arab Dawn is an invigorating study of the Arab world and the transformative power of youth *Summary of Patrick McGee's Apple in China* Milkyway Media,2025-07-08 Buy now to get the main key ideas from Patrick McGee's Apple in China Initially drawn to China by its vast manufacturing capabilities and low labor costs Apple grew its presence there exponentially transforming the company into a global behemoth while entrenching it within a complex and controlled environment Journalist Patrick McGee's Apple in China 2025 exposes Apple's naiveté about the Chinese political landscape and its vulnerability to state backed media campaigns McGee uncovers the complex dynamics between corporate ambition and political compromise revealing how a company built on bold ideals has surrendered its autonomy to maintain access to the world's most critical manufacturing hub **The Smartphone** Elizabeth Woyke,2014 We think we know everything about our smartphones We use them constantly We depend on them for every conceivable purpose We are familiar with every inch of their compact frames But there is more to the smartphone than meets the eye How have smartphones shaped the way we socialize and interact Who tracks our actions our preferences our movements as recorded by our smartphones These are just some of the questions that journalist Elizabeth Woyke answers in this muckraking expose of the 241 billion industry that produces more than 700 million devices each year In the tradition of The Coffee Book The Sneaker Book Oil and Cigarettes The Smartphone offers not only a step by step guide to how smartphones are designed and manufactured but also a bold exploration of the darker side of this massive industry including the exploitation of labor the disposal of electronic waste and the underground networks that hack and smuggle smartphones Featuring interviews with key figures in the development of the smartphone and expert assessments of the industry's main players Apple Google Microsoft and Samsung The Smartphone is the perfect introduction to this most personal of gadgets Your smartphone will never look the same again Cheaponomics Michael Carolan,2014-03-21 Do you really think you are getting a good deal when given that free mobile phone for switching service providers if a multinational retailer undercuts its competitors or by the fact that food is relatively cheaper today in many countries than ever before Think again As Michael Carolan clearly shows in this compelling book cheapness is an illusion The real cost of low prices is alarmingly high It is shown for example that citizens are frequently subsidising low prices through welfare support to poorly paid workers in their own country or relying on the exploitation of workers in poor countries for cheap goods Environmental pollution may not be costed into goods and services but is paid for indirectly by people living away from its source or by future generations Even with private cars when the total costs of this form of mobility are tallied it proves to be an astronomically expensive model of transportation All of these costs need to be accounted for The author captures these issues by the concept of cheaponomics The key point is that costs and risks are socialised we all pay for

cheapness but not at the point of purchase Drawing on a wide range of examples and issues from over consumption and waste to over work unemployment inequality and the depersonalising of communities it is convincingly shown that cheapness can no longer be seen as such a bargain Instead we need to refocus for a better sense of well being social justice and a balanced approach to prosperity *China's Global Disruption* Chi Lo,2021-01-11 China s Global Disruption Myths and Reality is the first book to bring world systemic analyses of China into dialog with domestic analyses and in so doing to show how each can challenge or refine the assumptions of the other ultimately showing that much of the global common sense about China is misinformed *A China Business Primer* Michael A. Santoro,Robert Shanklin,2021-04-27 The COVID 19 pandemic underscored longstanding fissures in China s business relationships with the West If the West is going to develop a relationship of mutual trust and improve business relations with China in the coming decades it is imperative to understand how to engage with Chinese thinking on ethics in business this book explains how Government officials businesspeople and business ethicists have trouble communicating about issues in ethics policy and business across the China West divide This book shows how to overcome the us versus them mindset plaguing China West relations by presenting to Western audiences an easy to understand yet deeply informed primer on core ideas and perspectives in Chinese cultural and philosophical thought The book considers original texts of Chinese philosophy and religion and applies principles from those writings to three business ethics topics of enduring interest to business executives government officials and academics namely the protection of intellectual property assurance of product safety and quality in the pharmaceutical supply chain and human rights This book is a must read for those who want to forge constructive relationships with their Chinese counterparts based on mutual trust and understanding The book is specifically relevant to business executives but it should also be of interest to policymakers educators and students who seek to communicate more effectively with their Chinese counterparts in particular about difficult and contentious business policy and ethical issues **Amplifiers** Tom Finegan,2021-09-08 Wall Street Journal bestseller Discover how to enable strategic change efforts by relying on your best people In *Amplifiers* entrepreneur and expert management and technology consultant Tom Finegan delivers an insightful new way to think about human behavior in the execution of corporate transformations Through an exploration of the career journeys of several leaders and analyses of True Amplifiers in action the book demonstrates how to deliver strategic and transformative change by relying on the efforts of key exemplary followers This important book Explains the different ways that being a true amplifier is experienced by different ethnicities and genders Describes the Cell Concept of amplifiers and how they interact with other stakeholders of your organization Discusses the work of amplifiers across global industries and organizations Perfect for executives managers and other business leaders responsible for change management and strategic execution *Amplifiers* also belongs on the bookshelves of anyone who hopes to contribute to or lead organizations as they change direction

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