



NEWS RELEASE

28 February 2008

LOVE IS BLIND, GREED IS INSATIABLE: The Classic Case of a China Business Venture




By Prof Alan Barrell and Dr Wei Wang

We are pleased to announce the worldwide release of the above new eBook by The Queen's Award for Enterprise Promotion winner Prof Alan Barrell DBA FRSA, Universities of Cambridge, Bedfordshire and Essex, UK and Xiamen University, Fujian Province, China, and bestselling author of *The China Executive* Dr Wei Wang, Managing Director of 2W China Investment Consulting Ltd, UK.

Teaching students how to do business is challenging; even more so when it comes to teaching them how to do business in relation to China, which is becoming an increasingly important element in business education. And a key reason is the lack of insightful, well-written cases. To be sure, there are now a number of tell-it-as-it-was accounts that have been published as books, but with, say, 100,000 words and key issues buried among details, they are hardly ideal for classroom discussion or for group project. On the other hand, being typically around 6,000 words (or ten A4 pages) in length, cases published by a handful of world-class business schools are perhaps too simplistic to allow students to understand the whole nature of China business.

To meet the above challenge, world-renowned guru in Entrepreneurship and Innovation Prof Barrell and long-time China business insider Dr Wang have joined forces and produced a most welcoming, high-quality case for the effective teaching of China business.

We believe that, whether as a business teacher, a business student or even a practising business person, you will find *Love Is Blind, Greed Is Insatiable* insightful and riveting. Indeed, packed with "real stuff" and humour, the case is destined to become a classic in the world of business education and learning.

	<p style="text-align: center;">LOVE IS BLIND, GREED IS INSATIABLE: The Classic Case of a China Business Venture</p> <p style="text-align: center;">By Prof Alan Barrell and Dr Wei Wang</p> <p style="text-align: center;">Publication date: 28 February 2008 Price: £1.99</p> <p>Product data: eBook (PDF), printable, A4 size, 49 pages, 270 KB.</p> <p style="text-align: center;">ISBN: 978-0-9551636-1-6 Publisher: 2W Publishing Ltd</p> <p style="text-align: center;"> </p> <p style="text-align: center;">Press the above button to pay for next day delivery through email.</p> <p style="text-align: center;">If you cannot see the payment button, please click here.</p>
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The Story

An MBA graduate, originally from China, joined a multi-billion pound sterling British multinational in the late 1990s to assist its senior executives to make multi-million dollar investments in China. He had been involved in the whole decision-making process, consisting of assessing business opportunities and potential partners in China through to establishing and operating a US\$ 25 million pharmaceutical joint venture business.

With vivid accounts of what he had experienced, he reveals that it is human intuition - including the pain and the joy as well as the misery and the hope - that makes up the very fabric of business. In the end, it is a story that shows why business conducted on the basis of partner attraction and for the sole purpose of making money is self-defeating, and why successful business is done not only through people but also for people.

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