



The Dragon Network: Inside Stories of the Most Successful Chinese Family Businesses

A. B. Susanto, Patricia Susanto

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What's driving the burgeoning global Chinese family businesses?

Chinese family businesses are the driving force behind Asia's economic prosperity. As the world becomes more global they have had to adapt to the new environment. This timely book draws on an extensive regional survey to reveal the key players and the strategies that will drive their success going forward. The book discusses and analyzes the business life and achievements of some prominent overseas Chinese family businesses in Asia and reveals their life philosophies, their business journey, and their family role in business.

- Includes analysis regarding how the senior Chinese generations prepare their children to run the business in the future
- Reveals that flexibility, ability to adapt to changing business environments, and resilience contribute to the success of many overseas Chinese family businesses
- Offers illustrative examples of successful family businesses from Malaysia, Indonesia, The Philippines, and China

Based in solid research and filled with illustrative examples, *The Dragon Network* offers an inside look at how family businesses succeed and thrive in Asia.

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