



Losing the New China: A Story of American Commerce, Desire, and Betrayal (Paperback)

By Ethan Gutmann

Encounter Books, USA, United States, 2005. Paperback.

Condition: New. Language: English . Brand New Book. Arriving in Beijing in 1998 along with other Americans searching for the riches of the new China, Ethan Gutmann rapidly made his way into the expatriate community of American entrepreneurs. For them, Beijing was an Open City inside a controlled world. Entering this well-catered equivalent of a corporate boot camp, Gutmann was indoctrinated in the creed that China's growing strength presented untapped opportunities for profit and expansion. American entrepreneurs might say -- and even believe -- that they were bringing freedom to China, but they were actually engaged in what Gutmann calls climbing the Gold Mountain. Over the next three years, as Gutmann worked his way into comfortable positions at a Chinese television documentary company and a public affairs firm conducting U.S. politicians on carefully choreographed tours of the New China, he became an insider. What Gutmann discovered in the company meetings, cocktail parties, and after-hours expat haunts made him uneasy. Motorola reps bragged of routinely bribing Chinese officials for market access; Asia Global Crossing executives burned through company expense accounts while racking up massive losses for the corporation; and PR consultants provided svelte Mongolian...



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