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Buy The China Twist: An entrepreneur's cautious tales on franchising in China by Wen-Szu Lin (ISBN: 9780615703510) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders. The China Twist: An entrepreneur's cautious tales on franchising in China: Amazon.co.uk: Wen-Szu Lin: 9780615703510: Books

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Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's Pretzels. Leaving their lucrative careers in private equity and consulting, they landed in Beijing with big dreams, few connections and no experience in China.

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The China Twist by Wen-Szu Lin - Goodreads  
The China Twist (Paperback) An entrepreneur's cautious tales on franchising in China. By Wen-Szu Lin. BC Publishing, 9780615703510, 274pp. Publication Date: December 21, 2012

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The China Twist An Entrepreneurs Cautious Tales On ...  
It's the entrepreneurs' dream: tapping into China's market of 1.3 billion people. That dream fueled the efforts of two Chinese-American MBAs to take the soft-pretzel franchise – a staple of U.S. shopping malls – to China. Cultural and financial barriers, however, led to a far more challenging reality...

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The China Twist - Home | Facebook  
The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of the Chinese market. The moment I started reading it, I couldn't put it down. I laughed, felt vicariously frustrated, and even jotted down a few good points.

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The China Twist: An entrepreneur's cautious tales on franchising in China by Wen-Szu Lin (2012-12-21) Paperback – 1656 by Wen-Szu Lin; (Author)

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The China Twist: An entrepreneur's cautious tales on ...  
His latest book, The China Twist: An entrepreneur's cautious tales of franchising in China, is a cautionary tale for anyone attempting to bring their business to east Asia. A telling example is the...

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China's Challenges For Entrepreneurs - Business Insider  
The China Twist: An Entrepreneur's Cautious Tales on Franchising in China by Wen-Szu Lin starting at \$11.08. The China Twist: An Entrepreneur's Cautious Tales on Franchising in China has 1 available editions to buy at Half Price Books Marketplace

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The China Twist: An Entrepreneur's Cautious Tales on ...  
The result is a funny, instructive and occasionally harrowing journey that is now the subject of a new book, The China Twist. Wen-Szu Lin and Joseph Sze's venture began as an appealing tale of...

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Auntie Anne's Pretzels In Beijing: Why The Chinese Didn't ...  
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The China Twist: An Entrepreneur's Cautious Tales on ...  
The China Twist by Wen-Szu Lin chronicles the author's (ultimately unsuccessful) attempt to bring Auntie Anne's pretzels to China. (Courtesy) The lure of the China market is legendary. The dream ...

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The China Twist: An entrepreneur's cautious tales on franchising in China by Lin, Wen-Szu [Paperback(2012/12/21)] Paperback – January 1, 1600