

China: The Art of Law

Chronicling deals, disasters, greed, stupidity and occasional success in the new China

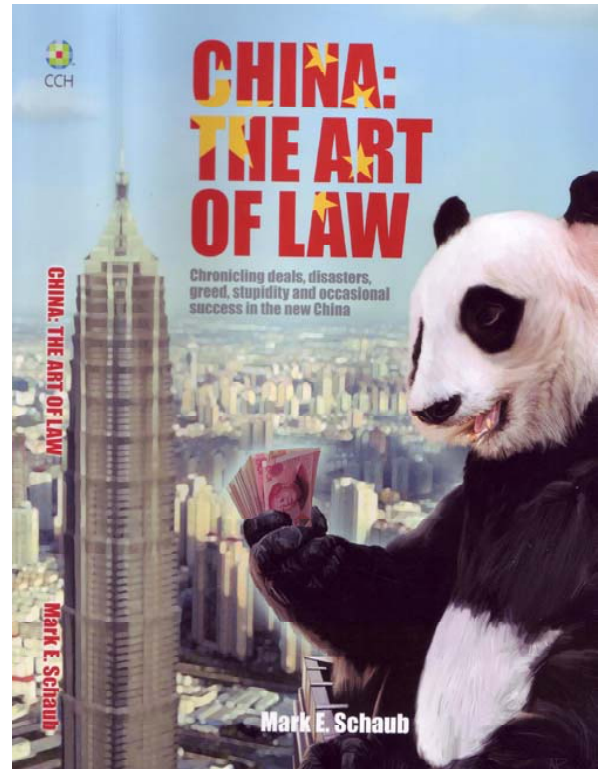
By Mark E. Schaub

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In writing *China: The Art of Law*, author Mark Schaub, a veteran attorney who has lived and worked in Shanghai for almost 15 years, draws on his experience as the first Western lawyer to work in China's largest law firm King & Wood. The result: a guidebook filled with tried and true practical advice for foreign investors determined to succeed in China. From choosing between a joint venture and wholly foreign-owned enterprise to liaising with government authorities or dealing with fraud, Schaub details the key steps to take and the critical questions to ask. More than just a legal handbook, Schaub also covers crucial aspects such as site selection, human resources and working with Chinese partners. The book uses case studies liberally to illustrate key challenges in planning and implementing China entry strategies, presenting common mistakes and lessons learned against a legal backdrop. In some regards, this book serves as a guide on how to avoid failure rather than how to succeed. As such, Schaub acknowledges: "Much of the content in this book will be common sense. Much will seem familiar. Much will resemble what you do in your own country. Much has been ignored when doing business in China."

“ EXPERT VIEW

CCH is well known for its desktop reference books geared towards business professionals but few would admit to having read their books from cover to cover. In



his first book, Mark Schaub breaks this publisher's trend with a refreshing reexamination of the tired precepts and misinterpretations many doing business in China guides espouse.

"His book does an excellent job of demystifying China for the uninitiated. At the same time, many China-sawy professionals will find the book valuable with its hard facts coupled with Schaub's obvious experience in China that is supported by relevant and amusing anecdotes. That being said, I felt the end of chapter quizzes were gimmicky and could have been left out."

"At RMB580 for the hardcover the book is not a bargain, but with its well organized layout it is easily referenced and will not likely be collecting dust on a business manager's bookshelf."

- Timothy Lamb, director, The JLJ Group