



Huawei: Leadership, Culture, and Connectivity

Tian Tao, David De Cremer, Wu Chunbo

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The inspirational business story of Huawei: how to grow from start up to world leader in two decades...

With over 170,000 employees in more than 170 countries and regions, serving more than one-third of the world's population, how does entrepreneur Ren Zhengfei manage a telcoms giant called Huawei? What is the secret to Huawei's global success?

In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of \$5,000. In 29 years, it grew to become the largest telecoms company in the world.

This book goes behind the scenes to explore the story of what Ren Zhengfei did differently, how the company he started reached the top spot, and why Huawei is known as a "collective" and not a private company:

- Learn how this Chinese start up business became an international success
- Understand the business strategy, leadership skills and management philosophy of Huawei's entrepreneurial founder
- Get tips, inspiration and motivation for your own business start-up.

14 years of meticulous research and 136 senior management and employee interviews reveal how Huawei's international business success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience.

This fascinating story provides a unique glimpse into the machinations of one of the world's most powerful companies.

"The company serves as an example for many Chinese entrepreneurs striving to go global, and also presents valuable lessons for Western companies striving to integrate Eastern and Western values and ways of looking at business." - *Co-author David De Cremer, KPMG Professor of Management Studies at Cambridge Judge Business School*

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This Huawei: Leadership, Culture, and Connectivity is great guide for you because the content that is certainly full of information for you who have always deal with world and possess to make decision every minute. This book reveal it info accurately using great organize word or we can say no rambling sentences inside. So if you are read that hurriedly you can have whole info in it. Doesn't mean it only gives you straight forward sentences but hard core information with beautiful delivering sentences. Having Huawei: Leadership, Culture, and Connectivity in your hand like getting the world in your arm, info in it is not ridiculous one. We can say that no publication that offer you world inside ten or fifteen moment right but this guide already do that. So, this is good reading book. Hi Mr. and Mrs. active do you still doubt this?

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