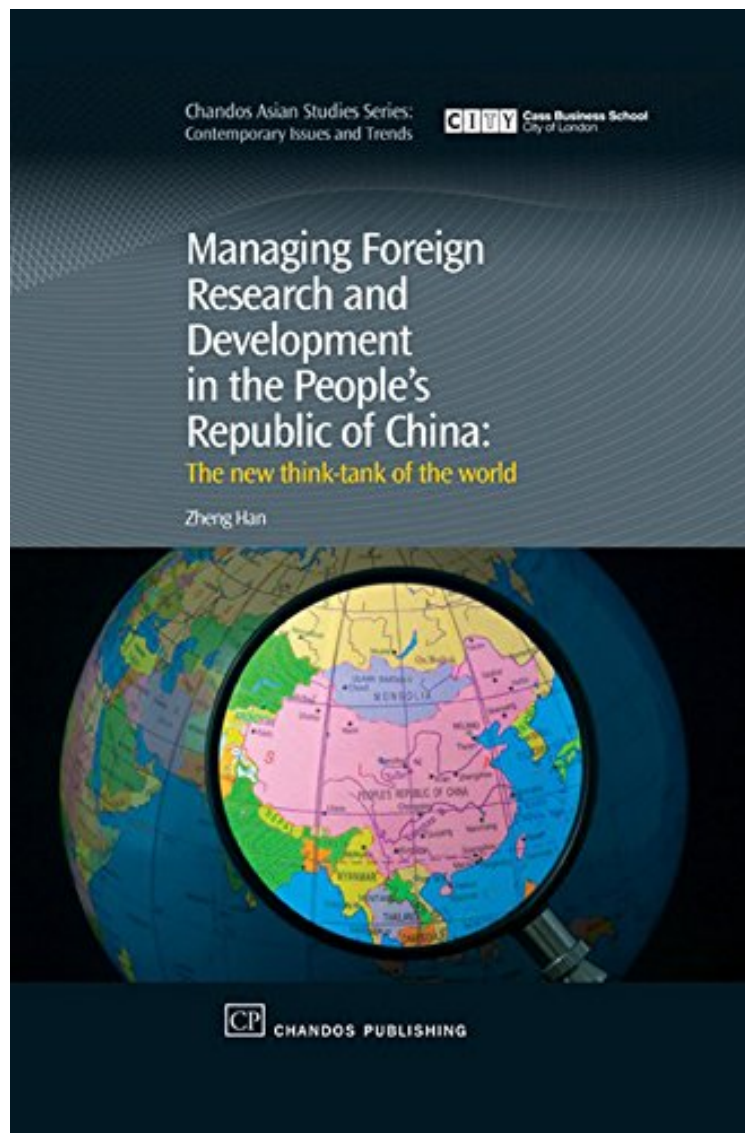


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About the Author Dr Zheng Han, a native Chinese, studied in Germany and holds a combined Master in Mechanical Engineering and Business Administration. At the Asia Research Centre of the University of St. Gallen in Switzerland, he is working as research associate, consultant and lecturer. He is a scholar of the Swiss National Science Fund and a visiting scholar at the China Europe International Business School in Shanghai, China and at Wharton-SMU Research Centre in Singapore. Zheng HAN has gained relevant experience at companies including McKinsey Company and the Research and Technology division of DaimlerChrysler in Germany.