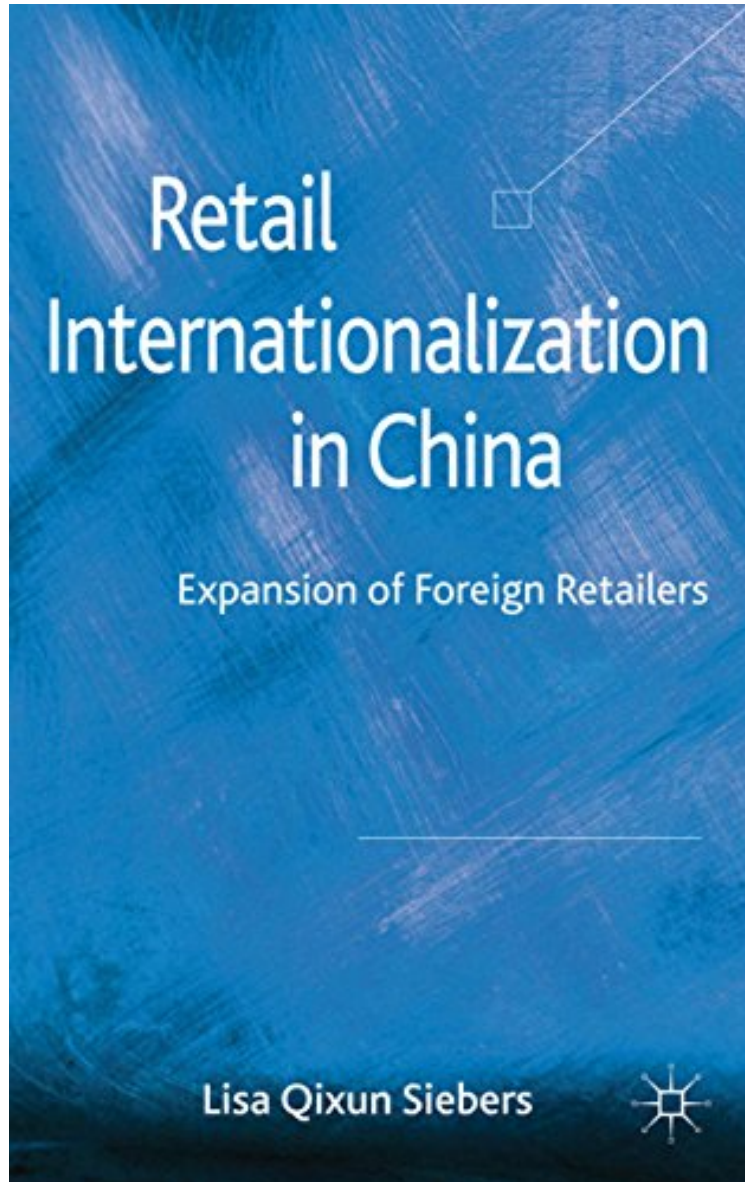


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Retail Internationalization in China: Expansion of Foreign Retailers

L. Qixun Siebers

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As potentially the largest retail market, China has attracted a great number of foreign retail operations. Based on case

study research, this book provides valuable insights international retailers need for success in China. The newly developed theoretical model helps to extend the body of knowledge on firm internationalization.

About the Author LISA QIXUN SIEBERS is a senior lecturer in International Business at Birmingham City University, UK. She started her academic career at the University of Brighton, UK, where she gained a PhD in Business. Dr. Siebers holds an MBA from Leeds University Business School, UK and a BA in Economics completed in China. Her commercial experience is in marketing and sales in China.