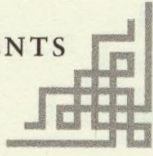


CONTENTS



Preface vii

Acknowledgments xvii

INTRODUCTION

EUROPE AS A STRATEGIC PRIORITY

1

ONE

CHINA'S ENTRY INTO THE EUROPEAN
MARKET, 1985-2015: FIRST STEPS

11

TWO

SPREADING THE TENTACLES, OPPORTUNISTICALLY

41

THREE

A NEW KIND OF MULTINATIONAL CORPORATION

65

FOUR

GREAT STRETCHES IN CHINESE FINANCE

83

FIVE

THE CHALLENGES OF ACCULTURATION

99

SIX

CHINA IN 2016: BETWEEN BUSINESS AND POLITICS

115

SEVEN

CHINA'S PERFECTIBLE IMAGE: BUILDING SOFT
POWER AND COMMUNICATION SKILLS

129

EIGHT

CHINA AND THE GLOBAL VILLAGE

149

Notes 155*Selected Bibliography* 167*Index* 171