

# Chinefarge: A Sino-Western Joint Venture: A Case Study Report



Research paper from the year 2004 in the subject Orientalism / Sinology - General, , course: Interkulturelles Management, language: English, abstract: Chinefarge is an intercultural business case study report and refers to a Sino-western joint venture of Paris-based Lafarge and Huaibei Mining Company (HMC) near Beijing. Lafarge is a major global player in construction materials that tries to gain a foothold in Asia, more specifically in China which has an extraordinary need of construction materials and know-how to satisfy its emergent economy. While one can gain market share and the other a powerful partner, the cultural challenges of the IJV constituted a barrier for both sides. This succinct case study report diagnoses the cultural challenges they encountered in the initial stages of the joint venture and recommends some solutions.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, viraal reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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