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The China Twist An Entrepreneurs

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The China Twist by Wen-Szu Lin - Goodreads

The China Twist (Paperback) An entrepreneur's cautious tales on franchising in China. By Wen-Szu Lin. BC Publishing, 9780615703510, 274pp. Publication Date: December 21, 2012

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The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of the Chinese market. The moment I started reading it, I couldn't put it down. I laughed, felt vicariously frustrated, and even jotted down a few good points.

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The China Twist by Wen-Szu Lin chronicles the author's (ultimately unsuccessful) attempt to bring Auntie Anne's pretzels to China. (Courtesy) The lure of the China market is legendary. The dream ...

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The China Twist: An entrepreneur's cautious tales on franchising in China by Lin, Wen-Szu [Paperback(2012/12/21)] Paperback – January 1, 1600

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