

## **Foreword**

The author's doctoral dissertation, which is the basis of this book, focuses on China's high-tech ambitions and the technology transfer to China by Western multinational corporations. It examines the tradeoffs associated with technology transfer and the promises of access to a huge potential market in the context of China's accession to the World Trade Organization, which may mitigate these tradeoffs.

The empirical study, which provides some of the insights gained by the author, provides the backdrop for discussion and analysis. The analysis presented exceeds by far the sometimes flat and insufficient arguments presenting Chinese government strategists as captives of their cultural dispositions and Western firms as pawns having to adapt their policies to these cultural dispositions.

The analysis presented stands out by being based on a thorough understanding of China, the industry investigated and the strategies pursued by the Chinese and by multinational corporations. It is the basis for future research and an invaluable resource for potential entrants into the Chinese market as well as those who are already there.

Prof. Dr. Wolf Reitsperger  
Professor of International Business and Management  
University of Hamburg