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Breaking Grounds: The Journal of a Top Chinese Woman Manager in Retail

Bingxin Hu

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With a Foreword by Prof. Louis B. Barnes of Harvard Business School, this book records the experience of a Chinese business woman who pioneered and succeeded in modernizing the aging Chinese retail business. Based on her years of business experience, the author recounts the turmoil, clashes of concepts and behind-the-scene decisions in the Chinese retail business, as well as psychological shocks, emotional perplexes, and intellectual apprehension she had gone through.

Breaking Grounds reveals how, in a series of groundbreaking moves, Bingxin Hu redefined Chinese retail, integrated Western management with the Chinese tradition and culture, and developed a unique and effective model that was copied by many other retailers.

The Chinese version of this book was an instant hit. Hu’s first-hand description of her endeavor has benefited many Chinese retailers. A valuable case study on Chinese retail business and its management, Breaking Grounds also serves as a guide on Chinese market operation and investment strategies for Western business people who have invested or are thinking of investing in China.

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