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In 1983 American Motors Corporation (AMC) signed a twenty-year agreement with Beijing Auto Works (BAW) to form Beijing Jeep Corporation (BJC) – an equity joint venture. AMC were the pioneers in Chinese brand new auto market, and, therefore, the process of creation of BJC was lengthy and arduous.

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Beijing Jeep: a case study of Western business in China. Boulder, Colo.: Westview Press. Chicago / Turabian - Author Date Citation (style guide) Mann, Jim, 1946-. 1997. Beijing Jeep: A Case Study of Western Business in China. Boulder, Colo.: Westview Press. Chicago / Turabian - Humanities Citation (style guide)

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A Case Study Of Western Business In China. Beijing Jeep. A Case Study Of Western Business In China. By Jim Mann. Edition 1st Edition . First Published 28 March 1997 . ... world's largest market faded. Picked as one of Fortune Magazine's "75 Smartest Books We Know," this updated version of Beijing Jeep, traces the history of the stormy romance ...

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