



Asia Pacific Business Review >

Volume 24, 2018 - [Issue 3](#)

371	2	0
Views	CrossRef citations to date	Altmetric

Book Reviews

From the Great Wall to Wall Street: a cross-cultural look at leadership and management in China and the US

Peihua Fan

Pages 414-416 | Published online: 25 Jan 2018

Cite this article <https://doi.org/10.1080/13602381.2018.1427943>



Sample our
Area Studies
Journals
>> **Sign in here** to start your access
to the latest two volumes for 14 days



Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

people and happenings that make up the history of Japanese beer, etch in the mind a picture that is far more real and lasting than the bare facts one learns from general textbook accounts.

Brewed in Japan is highly recommended, not just for business historians but for anyone with an interest in Japan and in beer – and that includes a great many people. *Kanpai!*

Tim Craig

BlueSky Academic Services, Ashiya, Japan

 tjcraig5@gmail.com

© 2018 Tim Craig

<https://doi.org/10.1080/13602381.2018.1426293>



From the Great Wall to Wall Street: a cross-cultural look at leadership and management in China and the US, edited by Wei Yen, London, Palgrave Macmillan, 2017, xiii+287 pp., £23.74 (hardback), ISBN-10 3319330071, ISBN-13 978-3-319-33007-5

In the context of the sluggish global economic recovery, China's economic growth rate reached 6.7% and contributed to the world economic growth as high as 33.2% in 2016 (see Woo 2017). A large number of scholars have attributed China's economic rise to resources, investment, human capital and so on (see Warner 2014), however, the driving forces of culture and Chinese management style still lacks a more systematic understanding. The rise of globalization in itself brings out not only the development of economy, but also cross-cultural problems to multinational enterprises.

Based on China's robust economy, a wide range of Chinese multinational enterprises have focused on foreign markets for the sake of acquiring the economies of scale, as well as developing the global competitiveness, which leads to a large-scale expansion of cross-border investment and acquisitions. Meanwhile, the relatively low labour costs and the huge potential consumption market with the world's largest population have attracted more and more international enterprises who want to take their own share of the cake (see Zhu and Pickles 2014).

Nevertheless, cross-border mergers, foreign direct investment (FDI) and joint ventures have often failed to meet expected revenue. For instance, the failure of *Guangzhou Peugeot Automobile Company*, the unsuccessful mergers and acquisitions of *Shanghai Automotive Industry Corporation (SAIC)* and *SsangYong Motors* and the unwise decision of *Fuyao Glass Industry Group's* investment in America. These failure cases boil down to cross-cultural problems. As a reflection of cultural conflict, commercial conflict may result from miscommunication between multinational corporations and organizations in the host country. None of the international businesses can be accomplished without first realizing the cultural diversity. Understanding traditional Chinese culture – and how it affects managers' cognition and strategic thinking – can help decision-makers make better business decisions. The author of a new book, *From the Great Wall to Wall Street: A Cross-Cultural Look at Leadership and Management in China and the US*, has made a bold attempt to illuminate why the Chinese managers think and act differently from their counterparts in the West.

Dr Wei Yen, the author of this book, has more than 30 years of management experience in both Western and Chinese enterprises, including the Managing Director for *Moody's Asia Pacific* and the Managing Director for *Lehman Brothers Asia* and *Nomura International*. Born in mainland China, raised in Hong Kong and educated both there and in the US, Wei Yen has spent most of his life in both China and America. Because of his rich and mixed life experience, Wei Yen has the opportunity to compare the management styles of China and the West. In *From the Great Wall to Wall Street*, he deeply explores the cultural roots and analyses the cognitive differences between East and West, as well as the impact of culture on leadership and management. In brief, this book

Log in via your institution

➤ Access through your institution

> Log in

Restore content access

> Restore content access for purchases made as guest

Purchase options *

Save for later

<div>PDF download + Online access<ul style="list-style-type: none">• 48 hours access to article PDF & online version• Article PDF can be downloaded• Article PDF can be printedEUR 48.00</div>	<div>Add to cart</div>
<div>Issue Purchase<ul style="list-style-type: none">• 30 days online access to complete issue• Article PDFs can be downloaded• Article PDFs can be printedEUR 250.00</div>	<div>Add to cart</div>

* Local tax will be added as applicable

Related Research ⓘ

People also read	Recommended articles	Cited by 2
------------------	----------------------	------------

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)

 Taylor and Francis Group

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG