About the Contributors

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Carlson Chan (DBA, MBA, CFP<sup>CM</sup> [Hong Kong and China], CFMP) is a scholar-practitioner who manages the wealth management business as a Private Client Director of Fidelity Worldwide Investment in Hong Kong. He has an extensive work experience in various international banks in Hong Kong and Australia. Carlson had been an assistant professor teaching management and business subjects at the
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Fred G. Chen is an overseas sales manager at LTX Electronics (HK), an electronic component distributor. He received his BBA in Applied Economics from BNU-HKBU United International College, Zhuai. Fred was born in Wenzhou, a popular Chinese city for doing business. At the age of one, he moved with his parents to Beijing for business purposes. He grew up and obtained his education in Beijing prior to his undergraduate study. Fred is multicultural personal, with a solid business sense.

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Mona Chung is a bi-cultural expert in cross-cultural negotiations whose work addresses the cultural gaps between Westerners and Chinese in the fields of commerce and education. She has an extensive experience in Western-China business relationships. She specialises in strategic planning, management and marketing practice for international organisations (both commercial and educational) to understand the Chinese market. As a bi-cultural person, she short-circuits processes and produces results that increase efficiency by between 70% and 50%, hence the significant cost savings. She is on the executive board of Australia China Business Council Victoria branch. She is highly experienced in a large number of industries. Dr Chung is a frequent guest speaker at public forums and is the author of an extensive list of publications in cross-cultural business studies. She is the author of “Shanghaied: Why Foster’s could not Survive China” and “Doing Business Successfully in China” published by Chandos in Oxford. She is also an author of an extensive list of publications.
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