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Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America ' s beloved snack brands, Auntie Anne ' s Pretzels. Leaving their lucrative careers in private equity and consulting, they landed in Beijing with big dreams, few connections and no experience in China.

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The China Twist (Paperback) An entrepreneur's cautious tales on franchising in China. By Wen-Szu Lin. BC Publishing, 9780615703510, 274pp. Publication Date: December 21, 2012

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It's the entrepreneurs' dream: tapping into China's market of 1.3 billion people. That dream fueled the efforts of two Chinese-American MBAs to take the soft-pretzel franchise — a staple of U.S. shopping malls — to China. Cultural and financial barriers, however, led to a far more challenging realit...

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The China Twist is a anecdote-rich, candid, funny and grabbing account of an entrepreneur's experience in the "wild west" of the Chinese market. The moment I started reading it, I couldn't put it down. I laughed, felt vicariously frustrated, and even jotted down a few good points.

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His latest book, The China Twist: An entrepreneur's cautious tales of franchising in China, is a cautionary tale for anyone attempting to bring their business to east Asia. A telling example is the...

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The China Twist by Wen-Szu Lin chronicles the author's (ultimately unsuccessful) attempt to bring Auntie Anne's pretzels to China. (Courtesy) The lure of the China market is legendary. The dream ...

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