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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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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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