



The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC

By Ling Zhijun

Download now

Read Online 

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun

Lenovo is a global leader in the PC market, employing more than 19,000 people worldwide. Its landmark takeover of IBM's PC division in May 2005 was a major step for the company and a huge boost for Chinese industry. The deal proved to the world that Chinese companies are not only competitive in the domestic markets but can also compete at a global level.

Lenovo was founded in 1984 by 11 engineers working out of a small bungalow in Beijing. Their crisis was to create a company that would offer PCs to the Chinese people at an affordable price. Using the brand name, Legend, it promoted PC usage throughout China and developed the revolutionary Legend Chinese character card that translated English software into Chinese characters.

In 1994, Legend was successfully listed on the Hong Kong Stock Exchange and in 2003 rebranded itself as Lenovo. The company went from strength to strength and dominated the Chinese market with more than 25% of market share in 2004.

The IBM acquisition has marked another key milestone in the history of the company. Lenovo now has over \$13 billion in annual reserves and possesses necessary infrastructure to develop its markets around the world. The company is a worldwide sponsor of the International Olympic Committee and will offer funding and support to the 2006 Winter Games in Torino and the 2008 Summer Games in Beijing.

Author Ling Zhijun is well known in China for his reporting on China's economic reform, and for his book "Jiao Feng". This book sold over two million copies in China. The author is a seasoned reporter for the People's Daily; based in Shanghai.

Martha Avery, the translator and editor of this book in English, has translated a number of works of Chinese literature into English that have been published by such presses as Viking Penguin, WW Norton, HarperCollins, Farrar Straus Giroux and David Godine. Her most recent authored book is Tea Road: China and Russia Meet Across the Steppe. This is an economic history of the region and was published by the Intercontinental Press (China) in 2004. Ms Avery is

based in Boulder, Colorado, but travels frequently to China as business consultant for a large software distributor called Software Spectrum, Inc.

 [Download The Lenovo Affair: The Growth of China's Comp ...pdf](#)

 [Read Online The Lenovo Affair: The Growth of China's Co ...pdf](#)

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC

By Ling Zhijun

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun

Lenovo is a global leader in the PC market, employing more than 19,000 people worldwide. Its landmark takeover of IBM's PC division in May 2005 was a major step for the company and a huge boost for Chinese industry. The deal proved to the world that Chinese companies are not only competitive in the domestic markets but can also compete at a global level.

Lenovo was founded in 1984 by 11 engineers working out of a small bungalow in Beijing. Their crisis was to create a company that would offer PCs to the Chinese people at an affordable price. Using the brand name, Legend, it promoted PC usage throughout China and developed the revolutionary Legend Chinese character card that translated English software into Chinese characters.

In 1994, Legend was successfully listed on the Hong Kong Stock Exchange and in 2003 rebranded itself as Lenovo. The company went from strength to strength and dominated the Chinese market with more than 25% of market share in 2004.

The IBM acquisition has marked another key milestone in the history of the company. Lenovo now has over \$13 billion in annual reserves and possesses necessary infrastructure to develop its markets around the world. The company is a worldwide sponsor of the International Olympic Committee and will offer funding and support to the 2006 Winter Games in Torino and the 2008 Summer Games in Beijing.

Author Ling Zhijun is well known in China for his reporting on China's economic reform, and for his book "Jiao Feng". This book sold over two million copies in China. The author is a seasoned reporter for the People's Daily; based in Shanghai.

Martha Avery, the translator and editor of this book in English, has translated a number of works of Chinese literature into English that have been published by such presses as Viking Penguin, WW Norton, HarperCollins, Farrar Straus Giroux and David Godine. Her most recent authored book is *Tea Road: China and Russia Meet Across the Steppe*. This is an economic history of the region and was published by the Intercontinental Press (China) in 2004. Ms Avery is based in Boulder, Colorado, but travels frequently to China as business consultant for a large software distributor called Software Spectrum, Inc.

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun **Bibliography**

- Sales Rank: #2529067 in Books
- Published on: 2006-06-23
- Original language: English
- Number of items: 1
- Dimensions: 9.31" h x 1.53" w x 6.30" l, 1.10 pounds

- Binding: Hardcover
- 250 pages

 [Download The Lenovo Affair: The Growth of China's Comp ...pdf](#)

 [Read Online The Lenovo Affair: The Growth of China's Co ...pdf](#)

Download and Read Free Online The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun

Editorial Review

Review

"...fascinating..." (*The Economist*, June 2006)

"...provides a rare insight into the business psyche of the Chinese entrepreneurial spirit." (*African Business*, August 2006)

"fascinating" (*Long Range Planning*, 40/2007)

About the Author

Author **Ling Zhijun** is well known in China for his reporting on China's economic reform, and for his book "Jiao Feng". This book sold over two million copies in China. The author is a seasoned reporter for the People's Daily; based in Shanghai.

Martha Avery, the translator and editor of this book in English, has translated a number of works of Chinese literature into English that have been published by such presses as Viking Penguin, WW Norton, HarperCollins, Farrar Straus Giroux and David Godine. Her most recent authored book is *Tea Road: China and Russia Meet Across the Steppe*. This is an economic history of the region and was published by the Intercontinental Press (China) in 2004. Ms Avery is based in Boulder, Colorado, but travels frequently to China as business consultant for a large software distributor called Software Spectrum, Inc.

Users Review

From reader reviews:

Nicholas Tapia:

Book is to be different for each and every grade. Book for children right up until adult are different content. As we know that book is very important for all of us. The book *The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC* has been making you to know about other understanding and of course you can take more information. It doesn't matter what advantages for you. The guide *The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC* is not only giving you much more new information but also being your friend when you feel bored. You can spend your spend time to read your reserve. Try to make relationship using the book *The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC*. You never truly feel lose out for everything should you read some books.

Dominick Tran:

This *The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC* are generally reliable for you who want to be described as a successful person, why. The reason of this *The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC* can be one of many great books you must have is actually giving you more than just simple reading food but feed you actually with information

that might be will shock your preceding knowledge. This book is actually handy, you can bring it everywhere and whenever your conditions at e-book and printed ones. Beside that this The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC giving you an enormous of experience like rich vocabulary, giving you trial of critical thinking that we all know it useful in your day exercise. So , let's have it appreciate reading.

Jason Norfleet:

Your reading sixth sense will not betray a person, why because this The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC publication written by well-known writer whose to say well how to make book that may be understand by anyone who all read the book. Written in good manner for you, dripping every ideas and creating skill only for eliminate your own personal hunger then you still doubt The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC as good book not simply by the cover but also through the content. This is one reserve that can break don't determine book by its deal with, so do you still needing a different sixth sense to pick this particular!?! Oh come on your examining sixth sense already said so why you have to listening to yet another sixth sense.

Lily Spivey:

That book can make you to feel relax. This specific book The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC was colourful and of course has pictures on there. As we know that book The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC has many kinds or type. Start from kids until young adults. For example Naruto or Detective Conan you can read and feel that you are the character on there. Therefore , not at all of book tend to be make you bored, any it can make you feel happy, fun and chill out. Try to choose the best book for yourself and try to like reading which.

Download and Read Online The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun #6P90KTZW4GS

Read The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun for online ebook

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun books to read online.

Online The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun ebook PDF download

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun Doc

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun Mobipocket

The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun EPub

6P90KTZW4GS: The Lenovo Affair: The Growth of China's Computer Giant and Its Takeover of IBM-PC By Ling Zhijun