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John Watkins, Chairman of the American Chamber of Commerce in China, says that China is an opportunity for most American companies. In 2009, the foreign direct investment (FDI) that China absorbed dropped 2.6 percent, while the global FDI plummeted by almost 40 percent. The United Nations Conference on Trade and Development indicates that China as a FDI destination outperformed the rest of the world in the years. The primary focus of this special publication is on new and original research in the areas of economics and management with special emphasis on TNCs and FDI. China is keen in its interest to listen, learn, and evolve according to proven best practices globally. Soft power is there based on the Schumpeterian prudential entrepreneurial and long-term innovative market economy helped by the proper roles of governments.

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