

## Book Review 'The Chinese Business Secrets'

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Chinese way of dealing business is quite different with other people and nation. They have insights, perceptions, methods, concepts and philosophy of their own transactions. Chinese people rarely share their tips and trade secrets with others. Tips and trade secrets was the main weapon of the Chinese success in business and economics. Through this book, the author tries to reveal some of the secrets and business tips of the Chinese people that have been saved in their hearts.

So far, we think, the Chinese people have a natural ability to do business. But the assumption is not true. Trading is a skill and it can be learned. If anyone can practice all business rules used by the Chinese, they too can succeed and dominate the business. There are actually no secret and special tips for a person to be successful in the business field. The potential are exists within us all. Only people do not realize and squandered all of that potential. With the publication of this book, then it is expected to open a new dimension and orientation to correct our thinking in order to see a business not only as a lucrative field but gives hope and strive to realize the dream.

What is more important is that it can help us to identify our talents, interests and skills inherent in us all these years. To be a successful trader, one must have the knowledge and insights that can see far into the future. In addition, it also requires commitment, discipline, patience, strength and sacrifices which is not small. Genuine traders are not afraid to face the challenges, obstacles and difficulties in the field of business are full of challenges. Fake dealers also involved in the business for a quick profit regardless purely social responsibility in the community. They entered the business world just want to find as much profit as possible without any effort and planning to strengthen its business. As a result many are lost in the middle of the road and their business types interchangeably.

Although the profit element cannot be separated from the business, but the concept of a living being used by Chinese traders need to understand from a broader context. It is not just a means to make a profit and be rich but have broad significance and manifestations. This book also touched the issue and provides an answer. Besides many other issues discussed in this book, including matters related to psychology, mindset and motivation to encourage the Chinese to engage in business. In this book, the author tries to express and explore as many questions concerning the Chinese business culture. Thus

it allows us to see and understand the various aspects related to the business from the point of view, the work and culture of the Chinese people. To understand Chinese people, we do not have to be Chinese but to think and act like the Chinese.

When Malaysia gained independence, ethnic identity was based on the work they undertake. Malay associated with the agricultural sector and farmers. The Chinese have been doing business and living in urban areas. The Indians lived on the estate and work in the plantation sector. After nearly five decades of independence, the introduction of sector-based employment started to disappear. More Malays and Indians becoming businessmen. While among the Chinese, the core business continues to be their main job.

Trends and the involvement of the Chinese in the field of business unparalleled by other races. They have their own benefits and skills that make them reliable traders and respected by friend and foe. At first glance, the Chinese seems was born to do business. They are not only talented but also efficiently handle every business from the negotiations leading to the sale process and financial management. Talent was not actually awarded to them. Chinese people get it after taking a long time and face all the difficulties in the business.

Chinese business concept is not similar to the concept of the Malays business. Chinese people do not like to eat or looking for a profit alone. They are not encouraged to sweep all the profits and wealth. Conversely, if possible, they should share the profits with other traders. Traders cannot be selfish. They have to think of others. This is because there is no dealer who can live alone. They have to rely on other traders whether for supplies, customers and skill. This concept is important for the success of a business. But unfortunately the Malays business failed to translate that concept. As a result of the negative effect of competition ultimately destroy the whole business of the Malays.

Craft are among the success factors of the Chinese in business. The Chinese are willing to face all the challenges, obstacles and difficulties for the success of their business. Provided that the business is able to provide food and a bit of profit, it is considered good enough for them. If craft there is no reason why one cannot be successful. Chinese people are willing to get up at dawn and continued to work until the evening. They work hard. Therefore there is no reason for anyone to feel jealous and irritated with them. People who work hard deserve to live happy.

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