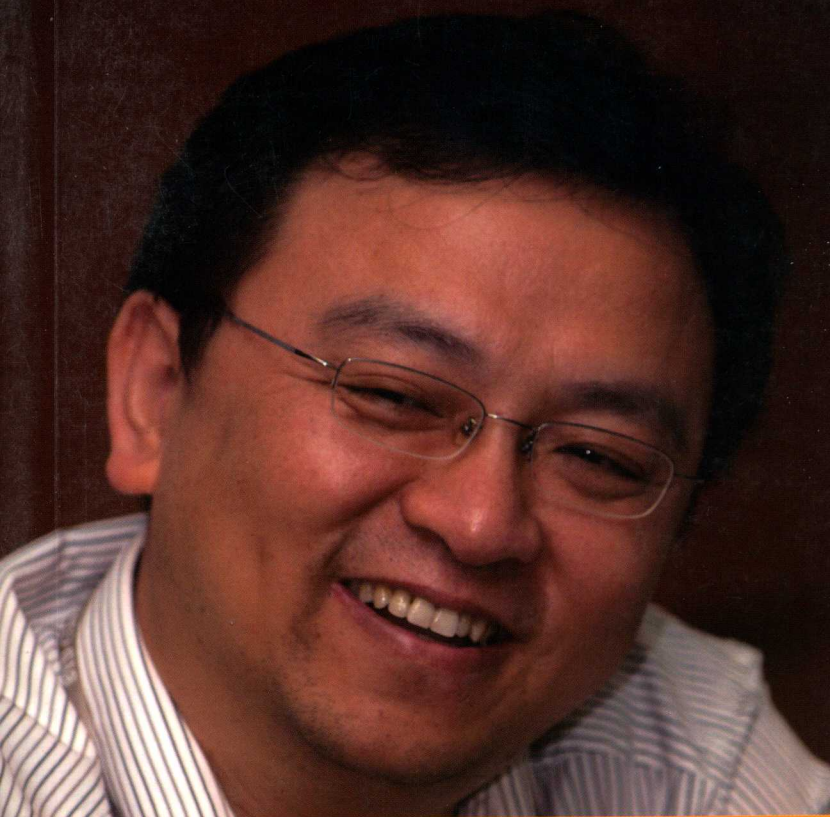


R realizing the Chinese Dream: Leaders of Business Community in China



The Creative Wisdom **of Wang Chuanfu**

LI DAQIAN

Translated by Denis Mair

CHINA INTERCONTINENTAL PRESS



The Creative Wisdom of Wang Chuanfu

WANG CHUANFU

Translated by David W. K. Lau

图书在版编目(CIP)数据

王传福的创新智慧: 英文/李大千著; 梅丹理译.

—北京: 五洲传播出版社, 2013. 11

ISBN 978-7-5085-2680-5

I. ①王… II. ①李… ②梅… III. ①王传福—生平事迹—英文②汽车工业—工业企业管理—经验—中国—英文 IV. ①K825.38②F426.471

中国版本图书馆CIP数据核字(2013)第263411号

作 者: 李大千

翻 译: 梅丹理

出 版 人: 荆孝敏

责任编辑: 张美景

装帧设计: 李 杨

王传福的创新智慧

出版发行: 五洲传播出版社

地 址: 北京市海淀区北三环中路31号生产力大楼B座7层

邮 编: 100088

电 话: 010-82005972, 010-82007837

网 址: www.cicc.org.cn

印 刷: 中煤涿州制图印刷厂北京分厂

开 本: 115×185毫米 1/32

印 张: 4.5

版 次: 2013年11月第一版第一次印刷

书 号: ISBN 978-7-5085-2680-5

定 价: 79.00元

CONTENTS

Part I

Groundwork for Innovation – “One, Slow; Two, Notice; Three, Implement”

CHAPTER 1

“One-Slow” – From Eureka Tactics to Strategic Synergy..... 13

CHAPTER 2

“Two-Notice” – View the Enterprise at Hand; Watch Future Markets in the Distance27

CHAPTER 3

The Three Implementations – Product Determination, Personnel Training and Sales Initiatives37

1. Product Determination	37
2. Personnel Training.....	40
3. Sales Initiatives.....	44

Part II

Creative Wisdom – Refining the Five Masterful “Arts”

CHAPTER 4

<i>Developmental Innovation – Changing from “Diverse” to “Complementary” under the Kangaroo Model</i>	<i>49</i>
1. Find Out the “Effective Radius” of Multi-Innovation	49
2. Four Codes for Deciphering Successful Diversification.....	56

CHAPTER 5

<i>Management Innovation – “Family Culture” Achieves Soft Power for Enterprise.....</i>	<i>61</i>
---	-----------

CHAPTER 6

*Marketing Innovation – Six “Sea Strategies”
for World-Class Bulldozers 73*

CHAPTER 7

*Cost Innovation – Using 18 Kinds of Chinese
Kungfu to Squeeze Water from a Towel 83*

CHAPTER 8

*Strategy Innovation – Vertically Integrating
the Auto-Industry Chain 95*

Part III

Innovation Pitfalls – Colorful Lights at the Crossroads

CHAPTER 9

*Red Pitfall – How Far Is Your Company from
Security? 105*

1. Getting Away from Patent Risks.....105

2. Fierce Patent Battles: All Technology is a Paper-Tiger	107
---	-----

CHAPTER 10

<i>Green Pitfall – How Far Are Your Products from the Future?</i>	113
---	-----

1. Find Out the “Second Curve” of a Company	113
2. Electric Cars: “The Second Curve” of BYD in the Future	115

CHAPTER 11

<i>Pitfall – How Far Are Your Products from the Terminal End?</i>	121
---	-----

1. From “Terminal War” to “Terminal Strategy”	121
2. Consumers’ “Button”: Details of BYD’s Success	122

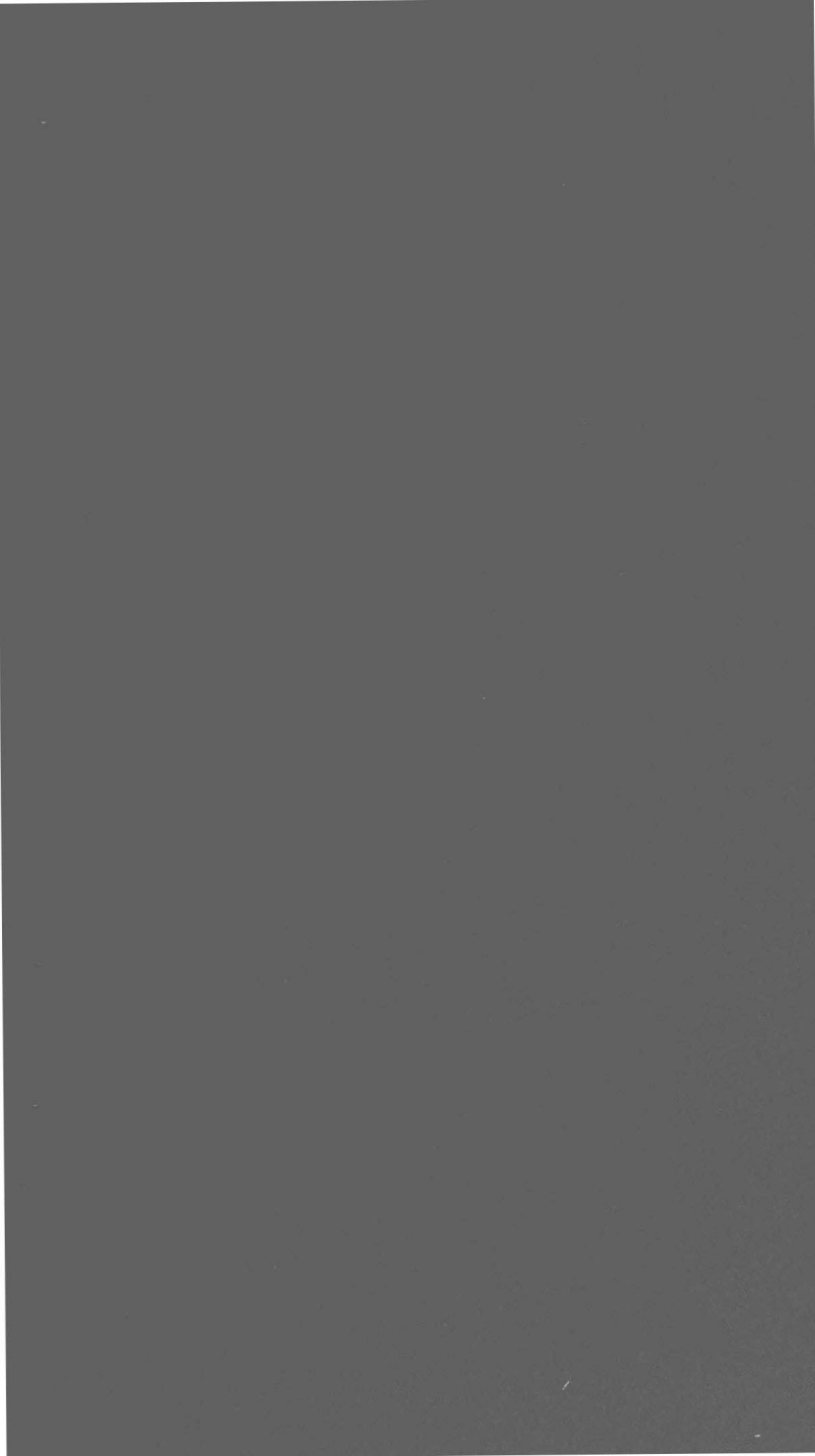
CHAPTER 12

*The Black Pitfall – How Far Are You from
the Innovative Spirit? 127*

CHAPTER 13

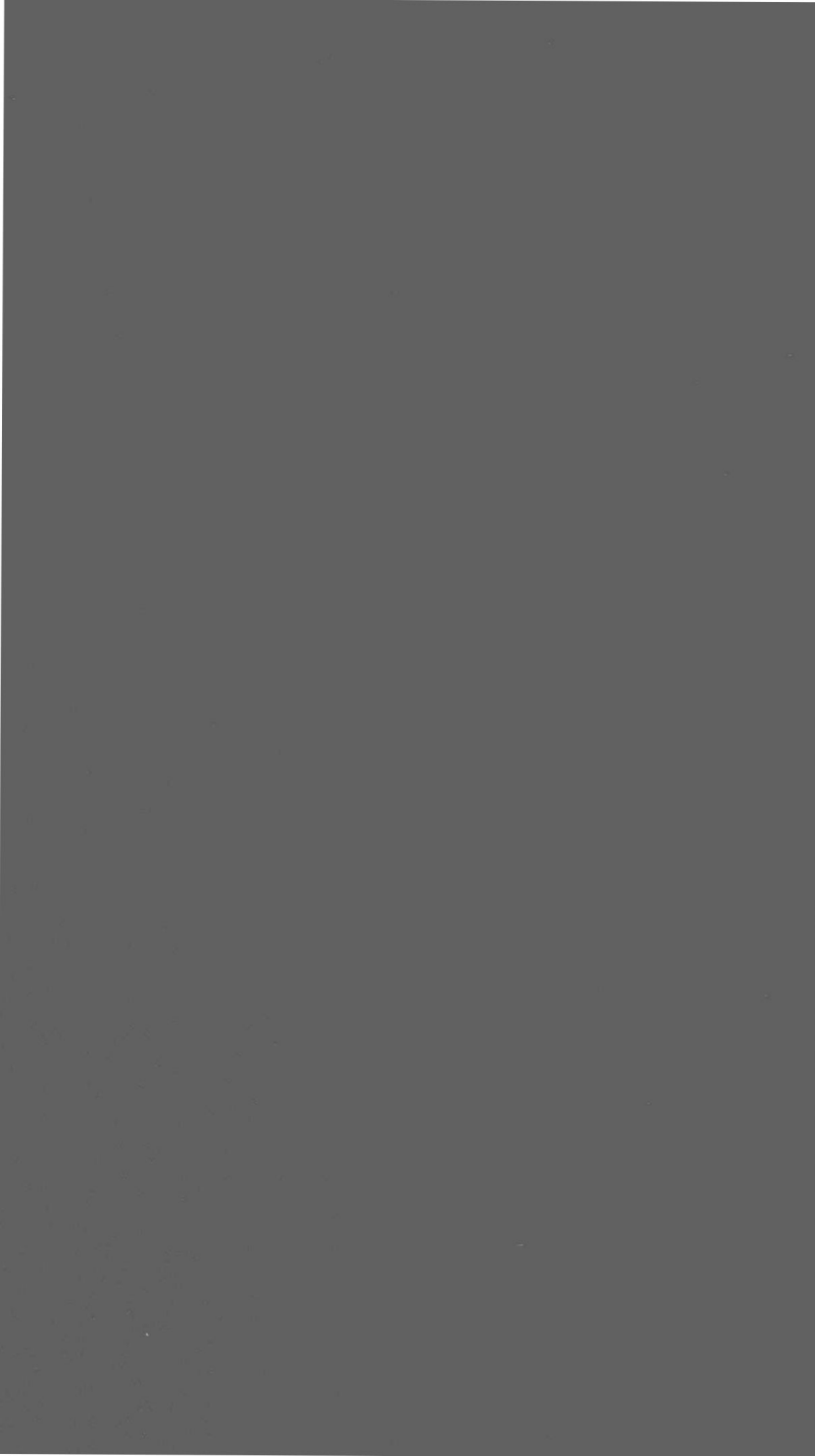
*Purple Pitfall – How Far Are You from
Marketing Innovation? 135*

- 1. Customer Value is the Core of Innovation...135
- 2. Chinese Philosophy in BYD’s Marketing
Innovation136





THE
CREATIVE
WISDOM
OF
WANG CHUANFU



CONTENTS

Part I

Groundwork for Innovation – “One, Slow; Two, Notice; Three, Implement”

CHAPTER 1

“One-Slow” – From Eureka Tactics to Strategic Synergy..... 13

CHAPTER 2

“Two-Notice” – View the Enterprise at Hand; Watch Future Markets in the Distance27

CHAPTER 3

The Three Implementations – Product Determination, Personnel Training and Sales Initiatives.....37

1. Product Determination	37
2. Personnel Training.....	40
3. Sales Initiatives.....	44

Part II

Creative Wisdom – Refining the Five Masterful “Arts”

CHAPTER 4

<i>Developmental Innovation – Changing from “Diverse” to “Complementary” under the Kangaroo Model</i>	<i>49</i>
1. Find Out the “Effective Radius” of Multi-Innovation	49
2. Four Codes for Deciphering Successful Diversification.....	56

CHAPTER 5

<i>Management Innovation – “Family Culture” Achieves Soft Power for Enterprise</i>	<i>61</i>
--	-----------

CHAPTER 6

*Marketing Innovation – Six “Sea Strategies”
for World-Class Bulldozers 73*

CHAPTER 7

*Cost Innovation – Using 18 Kinds of Chinese
Kungfu to Squeeze Water from a Towel83*

CHAPTER 8

*Strategy Innovation – Vertically Integrating
the Auto-Industry Chain95*

Part III

Innovation Pitfalls – Colorful Lights at the Crossroads

CHAPTER 9

*Red Pitfall – How Far Is Your Company from
Security? 105*

1. Getting Away from Patent Risks.....105

2. Fierce Patent Battles: All Technology is a Paper-Tiger	107
--	-----

CHAPTER 10

<i>Green Pitfall – How Far Are Your Products from the Future?</i>	113
---	-----

1. Find Out the “Second Curve” of
a Company113
2. Electric Cars: “The Second Curve” of BYD
in the Future115

CHAPTER 11

<i>Pitfall – How Far Are Your Products from the Terminal End?</i>	121
---	-----

1. From “Terminal War” to “Terminal Strategy”
.....121
2. Consumers’ “Button”: Details of BYD’s Success
.....122

CHAPTER 12

*The Black Pitfall – How Far Are You from
the Innovative Spirit? 127*

CHAPTER 13

*Purple Pitfall – How Far Are You from
Marketing Innovation? 135*

- 1. Customer Value is the Core of Innovation...135
- 2. Chinese Philosophy in BYD’s Marketing
Innovation136