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Two young Wharton MBA graduates competed for and won their bid for exclusive China Master Franchise rights for one of America's beloved snack brands, Auntie Anne's Pretzels. Leaving their lucrative careers in private equity and consulting, they landed in Beijing with big dreams, few connections and no experience in China.

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The China Twist by Wen-Szu Lin - Goodreads

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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The China Twist by Wen-Szu Lin chronicles the author's (ultimately unsuccessful) attempt to bring Auntie Anne's pretzels to China. (Courtesy) The lure of the China market is legendary. The dream ...

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