Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business

Alibaba Group Holding Limited is a Chinese e-commerce company that provides consumer-to-consumer (C2C), business-to-consumer (B2C) and business-to-business (B2B) sales services via web portals. It also provides electronic payment services, a shopping search engine and data-centric cloud computing services. The group began in 1999 when Jack Ma founded the website Alibaba.com, a business-to-business portal to connect Chinese manufacturers with overseas buyers. Suppliers from other countries are supported but have to pass through very strict inspections than for Chinese companies. The company primarily operates in the People's Republic of China (PRC). On 19 September 2014, the day of its Initial Public Offer, Alibaba's market value was US$231 billion. Alibaba's consumer-to-consumer portal Taobao is similar to eBay.com, features nearly a billion products and is one of the 20 most-visited websites globally. Alipay, an online payment escrow service, accounts for roughly half of all online payment transactions within China. In India Alibaba owns 40% in Paytm and less than 5% in Snapdeal, moreover the company is in talks with logistics companies like Delhivery.com and Xpressbees Logistics of late.

The book is authored by Porter Erisman, former Vice President of Alibaba from 2000-2008 leading the company's international operations, international marketing, and corporate affairs as one of the company's first American employees. He is the writer/director of "Crocodile in the Yangtze", an award-winning documentary about the rise of Alibaba and its famous founder, Jack Ma. He is a real insider, and describes in myriad detail the rise of Alibaba from a struggling start-up to a behemoth. Erisman was in a position to see the struggles Alibaba had with misguided western advisers mostly consultants, patronizing western companies and governments, and the unpredictable Chinese government, who initially had no idea how to deal with e-commerce at all.

The book starts off with an introduction about Jack Ma, the founder of Alibaba. When China opened up and foreigners visited China, Jack was curious and started to talk with them. This is how he learned English and visualized how the world beyond China look liked. For another job, Jack was sent to Seattle and one of his friends introduced him to the internet. Jack searched for the word "China" but there were no results. Jack said "This is something interesting, if we can take companies in China and make a homepage for them, this could be something big"! Jack went to China and set up China's first internet company "China pages". It had some success and this is how he got connected to the government helping small business with e-commerce. Jack

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