



KFC in China: Secret Recipe for Success

Warren Liu

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This book examines the major contributing factors which catapulted KFC to the top of the Chinese restaurant service industry in less than two decades. It focuses on KFC China's competitive differentiators, and how they jelled in support of a coherent business strategy, and of each other. The successful execution of KFC China's business strategy has since been rewarded with an unlikely industry leadership position in growth, profitability, market share, and brand recognition in the world's fastest growing economy.

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