

Paths International Cases in Modern Chinese Business

变困  
局局

李敏著

Electrical Appliance  
Retailing in China:  
**The GOME Story**

国美  
变局

形显  
格危  
局局

成生  
败死  
瞬间抉择  
国国美  
美美  
如何  
自突  
救围

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**SPM**

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## Contents

<b>Preface: An Unexpected Event Stroke Gome.....</b>	<b>3</b>
<b>Chapter I   Puzzles: Storm underlying the Peaceful Surface.....</b>	<b>6</b>
Puzzle 1: The “Thriving” Gome Electrical Appliances.....	6
Puzzle 2: The Ups and Downs of “Gome Heroes” .....	12
Puzzle 3: Industry Flagship Arised out of Speedy Expansion and Integration.....	21
Puzzle 4: Trade Monopoly at All Costs.....	25
<b>Chapter II   Chaos: Sudden Storm Swept Gome.....</b>	<b>34</b>
Chaos 1: Managers “Got Troubles” .....	34
Chaos 2: Changes to Gome’s Partners.....	37
Chaos 3: The Internal Panics.....	42
Chaos 4: Overall Analysis of Turbulences.....	48
<b>Chapter III   Changes: the Heroes who Saved Gome from Crisis.....</b>	<b>53</b>
Change 1: Media and Public Opinions Channeling.....	53
Change 2: Enhanced Cooperation with Suppliers.....	61
Change 3: Skillful Use of Cash Flow for Smooth Transition of Financial Management.....	70
Change 4: Urgently Restructuring to Boost Morale of Whole Team.....	75
<b>Chapter IV   Stable: After a Rugged and Winding Road, There Came a Smooth One.....</b>	<b>101</b>
Stable 1: Transference of Power.....	102
Stable 2: Reassure people.....	110
Stable 3: A Beautiful Turning Around.....	116
Stable 4: Seizing Opportunity to Make a Big Change.....	128

<b>Chapter V Harmonious Situation: Long Existence of Goodwill and Friendship in Gome.....</b>	<b>136</b>
Harmonious 1: Leaders.....	136
Harmonious 2: About the Employees of Gome.....	177
Harmonious 3: Cooperative Partner.....	185
Harmonious 4: Relevant Enterprises.....	188
<b>Postscript.....</b>	<b>204</b>