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In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history – bigger than Google, Facebook and Twitter combined. Alibaba, now the world's largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon's, and handling the bulk of e-commerce transactions in China.

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"Alibaba" is the world's largest retailer, passing "Walmart" about two years ago. Along with "Tencent," it's one of only two Asian companies which have broken the US\$500 billion valuation mark. It operates in 200 countries and is one of the world's largest Internet companies.

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My book, Alibaba's World: How a Remarkable Chinese Business is Changing the Face of Global Business (Palgrave Macmillan, 2015), is the inside story of how all this happened. How a schoolteacher and...

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Alibaba's World (2015) tells the story of Chinese e-commerce company Alibaba, which was founded in 1999. Alibaba's World offers valuable insights into leadership and business acumen that can help you put your company on the path to success.

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