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Now updated and expanded, Poorly Made in China reveals industry secrets, including the dangerous practice of quality fade—the deliberate and secret habit of Chinese manufacturers to widen profit margins through the reduction of quality inputs.

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Poorly Made in China compiles stories from Midler's business dealings in China; the book focuses on a handful of case studies. Inside its pages are the Wow, this one was great!

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In this entertaining behind-the-scenes account, Paul Midler

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GORDON CHANG, author of *The Coming Collapse of China*
'Poorly Made in China' is not merely about faltering product quality out of China. One of its broader themes is of people who promise one thing and then deliver another.

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Poorly Made in China chronicles the experiences of an American working for a U.S. outsourcing firm in Chinese manufacturing and highlights the disturbing and dangerous practice known as 'quality fade'--the deliberate and secretive

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habit of widening profit margins through a reduction in the quality of materials over time.

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Despite being hailed as "the world's workshop", China's reputation of being a reliable and responsible manufacturer is far from world-class. In his new book "Poorly Made in China", intermediary and author Paul Midler exposes the pitfalls of manufacturing in China, debunking

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Now updated and expanded, Poorly Made in China reveals industry secrets, including the dangerous practice of quality fade—the deliberate and secret habit of Chinese manufacturers to widen profit margins through the reduction of quality inputs.

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In his new book [Poorly Made in China](#), intermediary and author Paul Midler exposes the pitfalls of manufacturing in China, debunking several myths in the process. The first -- that China exists for the United States alone to make things for Wal-Mart -- is a fallacy, says Midler.

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