

# Yo. man its yao ming: international services and the nba

Business



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International Services and the NBA College: International Services and the NBA Yao Ming is not just Chinas best basketball player. He is the global most persuasive symbol of globalization. This is a fact that many people have witnessed from the period Ming set foot in the basketball game. Over the past years, it is known that only the US or the EU states can produce international figures. For instance, other than in athletics, 90% of all the other iconic players hail from first world states. Notably, the fame of any individual from developing country does not last long like that of individuals from the first world. This is the reason Ming has taken headlines globally. The best basketball players are believed to come and “ should” come from the US. With the rise of Ming, the world was stunned, and even the US teams were not left behind. Beth reports “ Yao was the first international player ever selected as the number one overall pick in the NBA, by the Houston Rockets.” Ever since Ming set foot in the basketball tournaments, the number of spectators has increased drastically. For instance, in the US only, the Rocket television together with its sales increased to 65% after his arrival. Similarly, many companies have used him in advertising their products, an exercise that has attracted many customers. For instance, he has been used to represent Nike in the Chinese community, an idea that has never been seen before. This is an indication that Ming has become a global figure.

As an international business manager, one should consider the intellectual property rights as well as logistical infrastructure as a way of safeguarding his or her business. By utilizing the intellectual property rights, a business person has the right to sue any country allowing the creation of his or her

company's imitations. It is through counterfeit goods that a business loses its potential market and regular customers. Additionally, when customers learn that a certain product has some counterfeits, they tend to lose faith in that particular product, as well as the entire company. One reason a business person should ensure that he or she has fully complied with the IPR before entering the Chinese market industry is because China is one internationally known state for creating counterfeit goods. Therefore, it is advisable for any business person trying to venture in the business industry of China to ensure the IPR laws will protect them. This will protect his or her business, and if the counterfeit issues persist, the particular individual will have fewer problems while exiting the Chinese market.