



Billions: Selling to the New Chinese Consumer (Paperback)

By Tom Doctoroff

Palgrave USA, United States, 2007. Paperback. Condition: New. Reprint. Language: English . Brand New Book ***** Print on Demand *****.This book cracks the supposedly indecipherable code of marketing to the new Chinese consumer - all 1.3 billion of them. It distils what Tom Doctoroff has learned over the past eleven years in Greater China with J. Walter Thompson, one of the region's largest advertising agencies. Marketers of some of the world's leading brands tend to come to China with mistaken ideas of how to apply Western thinking to the marketplace. But the Chinese are different. The same rules do not apply. As a result, Doctoroff will delve into the psyches of contemporary Chinese consumers for the reader to explain the importance of culture in shaping buying decisions. He uncovers the core drivers of behaviour and preference in key market segments, provides tools to help readers harness the power of insight into consumers' fundamental motivations in the Chinese marketplace, and, lastly, reveals the pitfalls into which many multinational competitors often fall. Anyone who plans to do business in China shouldn't get on the plane without this book.



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