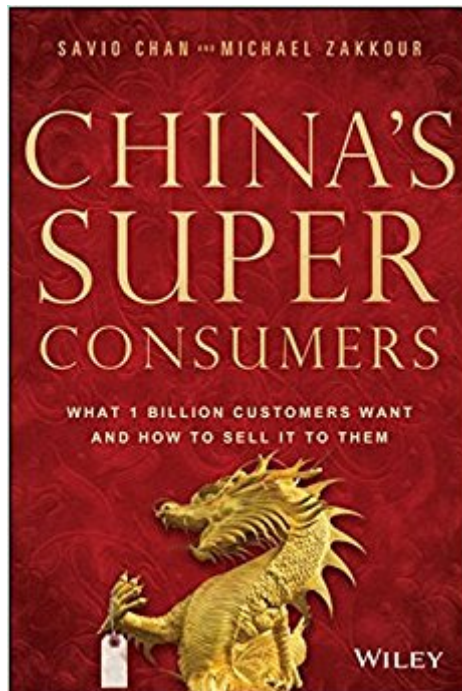


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# China's Super Consumers: What 1 Billion Customers Want And How To Sell It To Them



## Synopsis

Chinese Consumers are Changing The World “ Understand Them and Sell To Them China has transformed itself from a feudal economy in the 19th century, to Mao and Communism in the 20th century, to the largest consumer market in the world by the early 21st century. China’s Super Consumers explores the extraordinary birth of consumerism in China and explains who these super consumers are. China’s Super Consumers offers an in-depth explanation of what’s inside the minds of Chinese consumers and explores what they buy, where they buy, how they buy, and most importantly why they buy. The book is filled with real-world stories of the foreign and domestic companies, leading brands, and top executives who have succeeded in selling to this burgeoning marketplace. This remarkable book also takes you inside the boardrooms of the people who understand Chinese consumers and have had success in the Chinese market. A hands-on resource for succeeding in the Chinese marketplace Filled with real-world stories of companies who have made an impact in China Discover what the Chinese consumer wants and how to deliver the goods Written by Savio Chan and Michael Zakkour, two leading experts on the Chinese market This book is an invaluable resource for anyone who wants a clear understanding of how China’s Super Consumers are changing the world and how to sell to them.

## Book Information

Hardcover: 240 pages

Publisher: Wiley; 1 edition (September 22, 2014)

Language: English

ISBN-10: 1118834747

ISBN-13: 978-1118834749

Product Dimensions: 6.4 x 0.9 x 9.3 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars See all reviews (39 customer reviews)

Best Sellers Rank: #291,759 in Books (See Top 100 in Books) #242 in Books > Business & Money > Marketing & Sales > Marketing > Research #322 in Books > Business & Money > Marketing & Sales > Consumer Behavior #897 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

There few good books on marketing/consumer behavior in China, but this is definitely one of them. Part 1 of the book deals with the historical and cultural background of the Chinese people. It

gives invaluable insights into the factors that make Chinese people different from Western people in their consumer behavior. This is something that many Western companies neglect when they come to the Middle Kingdom, simply attempting to roll-out existing strategies from home. This might well be my favorite part of the book. The second part of the book describes how in the recent decade the Chinese consumption economy exploded and how consumers are changing. It looks at different trends in e-commerce, tourism, luxury buying, etc. I especially found that the chapters on segmentation and marketing offered some excellent insights. So why didn't I give it 5 stars? Well, the book has a few flaws. First of all, although there are quite a few cases in the book, some of the more elaborate cases in the marketing section of the book mainly discuss Chinese companies that have been successful in China and abroad (Lenovo, Wei East, OCT Mami). I would have liked to see a few more cases of successful Western companies in China. I also found the Microsoft case at the end of the book rather unconvincing, especially since the recent government leanings towards homebred hard- and software are mentioned nowhere. Second, the chapter on e-commerce - one of the areas that interests me most - is rather superficial and already outdated. Of course this can hardly be avoided with the pace of online developments, but considering the importance of online shopping in China I had hoped for some new information I wasn't aware of yet. Third, there are a few incorrect facts.

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