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Nota di contenuto	China Catalyst; Contents; Preface; Acknowledgments; PART I The New Phase of Global Growth; CHAPTER 1 Into the Light: China's First Economic Miracle; A System Spirals Out of Control; Chaos Returns; Riding South to Reignite Reform; The Rise of Shenzhen and a New China; Notes; CHAPTER 2 Economic Transition; Wage Rates Are Increasing Significantly; Foreign Direct Investment Is Evolving; Export-Directed Growth Is Being Challenged; Demographic Megatrends; The Rise of the Chinese Consumer; Notes; CHAPTER 3 Catalysts for Consumption Build It Quickly: The Physical Infrastructure to Move Goods and People Incentives to Increase Consumption; The Free Flow of Capital; Notes; PART II Markets, Channels, and Capabilities; CHAPTER 4 One Country, Many Markets; Disposable Income: Who's Got the Most?; Urban Income Growth Rates: Emerging Consumers; Getting a Fuller Picture; Consumer Demand Clusters; The Guangdong Demand Cluster; The Beijing Demand Cluster; The Anhui Demand Cluster; The Chengdu Demand

Cluster; The Clusters as Focal Points for Consumer Demand; Notes; CHAPTER 5 Channels to a Growing Market
An Overview of China's Major Channels to Market Department Stores; Local Outdoor Markets; Hypermarkets; Supermarkets; Convenience Stores; Specialty Stores; E-Commerce; A Closer Look at China's Top Brick-and-Mortar Retailers; Notes; CHAPTER 6 Guan Xi Goes Online; An Overview of China's Digital World; The E-Commerce Rocket; E-Logistics: The New Core Capability; The Influence of Social Media; Go Where the People Are; Notes; CHAPTER 7 Distribution Issues and Trends; Overview of the Distribution Structure; Closing the Consumer Trust Gap; China's Food-Safety Crisis; Counterfeit Products
Distribution Trends Cold Chain Distribution; Direct Purchasing; Direct Farm Sourcing; Product Tracking; The Results of These Trends; Retailer-Supplier Partnerships; Notes; CHAPTER 8 Hefei: Home of the World's Next-Generation Consumer; Life in the Middle; China's Sibling; Hefei Rises; Big Retail Moves In; Notes; PART III Forging Ahead; CHAPTER 9 Go Deep: The Emerging Go-to-Market Retail Model; The Emerging Go-to-Market Model; Targeting Demand Clusters and Expanding Out; Expanding In; The Implications for Retailers and Manufacturers; IT as an Enabler; Notes; CHAPTER 10 The New Export Machine
Two Examples of China-Based Innovation: Kraft Foods and the Coca-Cola Company Switching the Innovation Gear; Distribution Innovation; Residential Distribution; Digital Culture; Multichannel Innovation; Notes; CHAPTER 11 The Path Forward; Challenges at a Crossroad; Final Thoughts on Strategy; Pick Your Spots; Invest in the Online Space; Take a Portfolio-Based Distribution Approach; Push the Information Advantage; Understand That Trust and Security Are a Price Premium; Make No Presumptions about Pricing; Foster Multilevel Government Relationships; Remember That Human Resources Are Vital
Conclusion

Sommario/riassunto

Maximize your presence in the China market To drive the next round of global growth, companies will need to transition their operations and focus to one that serves the Chinese consumer. China Catalyst examines in-depth the transition currently underway in China from an export-led economic machine to a consumer-driven market. It outlines the economic imperative proving that greater consumer reach in China is a requirement in today's globally competitive market. China Catalyst also provides analysis that segments the market, helping you understand the hotbeds of
