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Nota di contenuto	1. Introduction: The Yin and the Yang of the Chinese Consumers -- 2. The Mega Forces -- 3. Digital China -- 4. Key Segments of Chinese consumers -- 5. Key Industries for Future Growth -- 6. Luxury with Chinese Characteristics -- 7. Looking into the Chinese Consumer Mind -- 8. Branding in China -- 9. The Changing Marketing Game -- 10. Looking Ahead. 11. Illustrative Consumer Portraits.
Sommario/riassunto	"China is blazing the trail in technology, and this is transforming consumers and their lives profoundly at a pace that no other world region is experiencing. Deep understanding of Chinese consumers is therefore mission critical. Sethi provides a fascinating perspective based on his deep knowledge based on years of research and his personal life experiences in China. This book is a must read for anyone who wants to participate and win in this complex, competitive, and rapidly evolving market." —Stan Sthanunathan, Executive Vice President, CMI, Unilever Plc "Sethi has a unique ability to look at the

ground insights, enrich them with local anecdotes, and envision the shape of things to come in a simple, relevant, and refreshingly stimulating manner. In this book, he looks at the hyper connected and hyper segmented consumer of China, influence of the digital revolution, luxury market, retail trends, and Chinese youth from both tactical and strategic perspectives. A must read for those who wish to understand China.” —Pratik Thakar, Head, Asia Pacific Creative, Content & Design Excellence, The Coca-Cola Company “Ashok has a knack of identifying the trends that matter, verbalizing them in a lucid manner, and clearly painting the ensuing opportunities for marketers. This book provides a simple and comprehensive description of what every marketer needs to know about Chinese consumers.” —Paul Zhou, Head, Illuminera Group This book offers a comprehensive analysis of Chinese consumers from multiple perspectives, from the megatrends to their values and psychological changes. The book examines in detail the digital and mobile transformation of the consumers, the way their lifestyle, social interactions and shopping habits have changed, and the opportunities they offer to marketers. The analysis and insights are based on the author’s first-hand observations of the metamorphosis of the consumers and consumption in China over the last fifteen years. Ashok Sethi leads the Illuminera Institute in Shanghai and has over 30 years of experience in providing marketing consultancy and consumer insights and 15 years of first-hand experience in observing the Chinese consumers. .
