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Nota di contenuto	Introduction - China, the land of mystery: the good, the bad, and the ugly -- pt. one. China's seeds of growth. 1. China's three primary growth drivers. 2. The drivers of the drivers. 3. The supertrends -- pt. two. The business supertrends. 4. Value-adding to make better things, innovating to make things better. 5. Serving me: urbanizing and the service industry -- pt. three. The social supertrends. 6. Health, education, and leisure: enjoying life as a market of one. 7. Text me: a boundaryless society with instant networking -- pt. four. 8. Affluencing: China's accumulation of wealth and influence. 9. Red China goes green: saving energy, reducing pollution -- pt. five. Conclusions.
Sommario/riassunto	The Beijing Olympics in 2008 marks the beginning of an era of new business opportunities in China for 1.3 billion Chinese and the rest of the world. For investors, marketers, and businesspeople who want to understand the new drivers and business chances of the Chinese economy, Supertrends of Future China is the definitive guidebook. The

authors - two experts with decades of experience in Asia and both corporate and entrepreneurial track records - introduce readers to China's ten supertrends: Value-adding and Innovating, Urbanizing and Servicing, Consuming and Aspiring, Inter-networking and e-C
