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| Autore                  | Chan Savio   |
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| Altri autori (Persone)  | ZakkourMichael   |
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| Soggetti                | Consumer satisfaction<br>Marketing<br>Product management<br>Selling<br>Consumer behavior - History - China<br>Marketing - China<br>Consumers - China<br>Commerce<br>Business & Economics<br>Marketing & Sales<br>Electronic books.   |
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| Nota di contenuto       | Cover; Title Page; Copyright; Contents; Preface; Acknowledgments; Introduction The China Dream; Our Intent; The Country within a Country; Part I History, Culture, and Language Matter-The Birth of Chinese Consumerism; Chapter 1 From Feudalism to Fendi; Back to the Future; Chinese Consumption: What's Old Is New Again (Tenfold!); China's Growth Is Different; Chapter 2 Orientation; A Code to the Chinese Mind-set; Contradiction and Paradox; Summary; Chapter 3 A Self-Contained Empire; Chapter 4 The First Globalization; Chapter 5 Marco Polo and the Two Admirals of the Sea<br>The Two Admirals of the Sea<br>Chapter 6 An Insatiable Appetite; Freedom Creates Wealth in the West; Chapter 7 Opium, Imperialism, and Decay; |

Opium and War; A Century of Exploitation; End of War-Continuation of War; Chapter 8 The People's Republic; The New China; Chapter 9 The Mandate of Heaven; Opening and Reform; Green Shoots; Chapter 10 A Boom Is Born; A Boom Starts with a Swoosh and a Shot of Espresso; Change at Hyper Speed; Part II The Chinese Super Consumer-From Birth to Adolescence and Maturity; Chapter 11 From Sandpaper to Sephora-The First Super Consumers; American Century Redux Want. Need. Buy. Show Off. Keep Up. Super Consumption Goes Global; Go West, Young Man; China's Own Postwar Boom and Birth of the Chinese Super Consumer; In the Beginning; Chapter 12 The China Market + The China Global Demographic = China's Super Consumers; The China Whisperer; Spinning in a Whirlpool; The Great Pizza Wars: In China, Everything Is Possible, but Nothing Is Easy; Listen to the Great One; Stay the Course, Even When the Seas Get Rough; Nestle: Navigating the Teen Years; Chapter 13 The China Global Demographic; The Precious Gift of Time; Meet the Tangs; Chapter 14 Channels Department Stores/Street-Level Stores; Malls; Grocery Stores/Supermarkets; Hypermarkets; Convenience Stores; Not Your Father's Post Office; Lifestyle Stores; Specialty Retailers; Multibrand Retail; Chapter 15 E-commerce and the Rise of Alibaba; Alibaba; NFL Footballs "'Sold Out'"; Why E-commerce?; Chapter 16 Supply Chains to Satisfy China's Super Consumers; Supply Chain Megaprocesses; Plan; Buy; Make; Distribute; Sell; Aligning Strategy, Structure, and Implementation; Chapter 17 Segmentation; Surveying China; A Most Discerning Consumer; Chapter 18 Marketing; Consumer Impulses and Desires

Lenovo's Approach: The Best of Both Worlds From East to West to Wei East; Baby Boom; Brand Advertising in China; Going Native-Tory Burch, Gossip Girl, and Made-for-China TV; The Role of Social Media in Marketing: United States versus China; Promotions; Chapter 19 The Chinese Luxury and Premium Market; The Nouveau Riche: Pebble Beach or Nothing; The Gifting Group; China's Engine: The New Middle Class Seeks Quality and Value; Affordable Luxury: A Tiffany's Tie Clip and an Entry-Level BMW; China's Luxury Downturn: Myths and Realities; Chapter 20 Travel and Tourism

Take a Walk on Boardwalk-Pass Go, Collect 200 (Thousand!)

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#### Sommario/riassunto

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 practical advice and insights for marketers and business leaders who want to succeed in the Chinese market.

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