

1. Record Nr.	UNINA9910467341803321
Autore	Jewett Sarah Orne
Titolo	The country of the pointed firs // Sarah Orne Jewett
Pubbl/distr/stampa	New York, New York : , : Open Road Integrated Media Inc., , 2017
ISBN	1-5040-4914-4
Descrizione fisica	1 online resource (91 pages)
Disciplina	813.54
Soggetti	Women authors Seaside resorts Summer resorts Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910337812603321
Autore	Sethi Ashok
Titolo	Chinese Consumers : Exploring the World's Largest Demographic // by Ashok Sethi
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Palgrave Macmillan, , 2019
ISBN	981-10-8992-2
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XIII, 230 p. 6 illus.)
Disciplina	339.470951
Soggetti	Motivation research (Marketing) Asia—Economic conditions Market research Consumer Behavior Asian Economics Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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. .
