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Autore	Chan Savio
Titolo	China's Super Consumers [[electronic resource]] : What 1 Billion Customers Want and How to Sell it to Them
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-83482-8
Descrizione fisica	1 online resource (242 p.)
Altri autori (Persone)	ZakkourMichael
Disciplina	658.8/12 658.85
Soggetti	Consumer satisfaction Marketing Product management Selling Consumer behavior - History - China Marketing - China Consumers - China Commerce Business & Economics Marketing & Sales
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 The Two Admirals of the Sea 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 StoresStreet-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 WorldsFrom 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!)

## 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 fil

2. Record Nr.	UNINA9910299495903321
Autore	Sadhu Bodhisatwa
Titolo	Cognitive radio receiver front-ends : RF/analog circuit techniques // Bodhisatwa Sadhu, Ramesh Harjani
Pubbl/distr/stampa	New York : , : Springer, , 2014
ISBN	1-4614-9296-3
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (vi, 79 pages) : illustrations (chiefly color)
Collana	Analog Circuits and Signal Processing, , 1872-082X ; ; 115
Disciplina	621.381
Soggetti	Radio frequency integrated circuits - Design and construction Cognitive radio networks
Lingua di pubblicazione	Inglese
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Note generali	"ISSN: 1872-082X." "ISSN: 2197-1854 (electronic)."
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Cognitive Radio Architectures -- Wideband Voltage Controlled Oscillator -- RF Sampling and Signal Processing -- CRAFT: Charge Re-use Analog Fourier Transform -- Conclusions.
Sommario/riassunto	This book focuses on the architecture and circuit design for cognitive radio receiver front-ends. The authors first provide a holistic explanation of RF circuits for cognitive radio systems. This is followed by an in-depth exploration of existing techniques that can be utilized by circuit designers. Coverage also includes novel circuit techniques and architectures that can be invaluable for designers for cognitive radio systems. • Discusses in detail the circuit-level challenges that exist for cognitive radio systems; • Provides readers with a holistic understanding of RF circuits for cognitive radio systems; • Enables communications engineers and systems designers to design better cognitive radio architectures and communication protocols.