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CHAPTER 5 Channels to a Growing Market

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Two Examples of China-Based Innovation: Kraft Foods and the Coca-Cola Company Switching the Innovation Gear; Distribution Innovation; Residential Distribution; Digital Culture; Multichannel Innovation; Notes; CHAPTER 11 The Path Forward; Challenges at a Crossroad; Final Thoughts on Strategy; Pick Your Spots; Invest in the Online Space; Take a Portfolio-Based Distribution Approach; Push the Information Advantage; Understand That Trust and Security Are a Price Premium; Make No Presumptions about Pricing; Foster Multilevel Government Relationships; Remember That Human Resources Are Vital Conclusion

Sommario/riassunto

Maximize your presence in the China market To drive the next round of global growth, companies will need to transition their operations and focus to one that serves the Chinese consumer. China Catalyst examines in-depth the transition currently underway in China from an export-led economic machine to a consumer-driven market. It outlines the economic imperative proving that greater consumer reach in China is a requirement in today's globally competitive market. China Catalyst also provides analysis that segments the market, helping you understand the hotbeds of
