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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

