

Chinas Super Consumers Billion Customers

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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 real world stories of the foreign and domestic companies leading brands and top executives who have succeeded in selling to this burgeoning marketplace this remarkable book also takes you inside the boardrooms of the people who understand chinese consumers and have had success in the chinese market a hands on resource for succeeding in the chinese marketplace filled with real world stories of companies who have made an impact in china discover what the chinese consumer wants and how to deliver the goods written by savio chan and michael zakkour two leading experts on the chinese market this book is an invaluable resource for anyone who wants a clear understanding of how china s super consumers are changing the world and how to sell to them

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the fourth estate

the membership business models of netflix weight watchers and other industry giants revealed and how you can use them to lead your company to the top of the food chain for decades consumers and businesses have joined clubs bought products and accessed services using a subscription model but it has only been in recent years that the model has been transformed and perfected through massive changes in technology the membership economy shows how nimble companies that focus on ongoing formal relationships over one time transactions are thriving by renting lending or offering access instead of just ownership organizations can leapfrog industry leaders in terms of strategic business models this is one that allows for breakthrough growth with great

case studies from american express linkedin crossfit surveymonkey and more this book will show you how to radically rethink how your organization can build loyalty viral growth and recurring revenue

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