

Billions Selling To The New Chinese Consumer

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Marketers of some of the world's leading brands come to China without any clear understanding of their new audience. But the same rules do not apply in China. Doctoroff delves into the psychology of contemporary Chinese consumers to explain the importance of culture in shaping This book cracks the code of marketing to the New Chinese Consumer--all 1.3 billion of them.

Billions: Selling to the New Chinese Consumer by Tom Doctoroff

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Billions Selling to the New Chinese Consumer by Tom Doctoroff ISBN 13: 9781403976635 ISBN 10: 1403976635 Paperback; New York: Palgrave Macmillan, January 23, 2007; ISBN-13: 978-1403976635

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Billions: Selling to the New Chinese Consumer Date. March 16, 2006. Speaker. Tom Doctoroff. Overview Speakers Related Info Overview. Doctoroff will be discussing the sociological and anthropological work behind his book Billions. Specifically, how to create brands that appeal to the New Chinese Consumer – all 1.3 billion of them. Marketers of ...

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“Billions will be a big help to executives trying to understand their millions of new customers in China. Readers will discover Chinese culture on the road to learning about marketing in China. Tom Doctoroff makes the mysteries of the China market accessible.” ?Robyn Meredith, Senior Editor, Asia, Forbes Magazine, Hong Kong “Vintage Tom.

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Dunkin' Brands Group's \$11 billion takeover deal looks pretty sweet to Wall Street.. The doughnut chain's stock price soared to a new all-time high Monday after it announced plans to sell ...

Dunkin' stock hits new high after \$11 billion takeover deal

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Utah Jazz Sold to Qualtrics Founder Ryan Smith for \$1.66 ...

Nielsen (NYSE:NLSN) board of directors agreed to sell the Global Connect business to Advent International for \$2.7 billion, subject to working capital, cash, debt-like items and other customary ...

Cracks the code of marketing to the 1.3 billion New Chinese Consumers. Marketers of some of the world's leading brands come to China with mistaken ideas of how to apply Western thinking to the marketplace. But the Chinese are different. Here, Doctoroff delves into the psyches of contemporary Chinese consumers to explain the importance of culture in shaping buying decisions. He uncovers the core drivers of behavior and preference in key market segments, provides tools to help you harness the power of insight into consumers' fundamental motivations in the Chinese marketplace, and reveals the pitfalls into which many multinational competitors often fall. Anyone who plans to do business in China shouldn't go without this book. III.

This book cracks the supposedly indecipherable code of marketing to the New Chinese Consumer--all 1.3 billion of them. It distills what Tom Doctoroff has learned over the past eleven years in Greater China with JWT, one of the region's largest advertising agencies. Marketers of some of the world's leading brands come to China with mistaken ideas of how to apply Western thinking to the marketplace. But the same rules do not apply in China. Doctoroff delves into the psyches of contemporary Chinese consumers to explain the importance of culture in shaping buying decisions. He provides tools to help readers harness the power of insight into consumers' fundamental motivations and reveals the pitfalls into which many multinational competitors often fall. Anyone who plans to do business in China shouldn't get on the plane without this book.

How the hidden trade in our sensitive medical information became a multibillion-dollar business, but has done little to improve our health-care outcomes Hidden to consumers, patient medical data has become a multibillion-dollar worldwide trade industry between our health-care providers, drug companies, and a complex web of middlemen. This great medical-data bazaar sells copies of the prescription you recently filled, your hospital records, insurance claims, blood-test results, and more, stripped of your name but possibly with identifiers such as year of birth, gender, and doctor. As computing grows ever more sophisticated, patient dossiers become increasingly vulnerable to reidentification and the possibility of being targeted by identity thieves or hackers. Paradoxically, comprehensive electronic files for patient treatment—the reason medical data exists in the first place—remain an elusive goal. Even today, patients or their doctors rarely have easy access to comprehensive records that could improve care. In the evolution of medical data, the instinct for profit has outstripped patient needs. This book tells the human, behind-the-scenes story of how such a system evolved internationally. It begins with New York advertising man Ludwig Wolfgang Frohlich, who founded IMS Health, the world's dominant health-data miner, in the 1950s. IMS Health now gathers patient medical data from more than 45 billion transactions annually from 780,000 data feeds in more than 100 countries. Our Bodies, Our Data uncovers some of Frohlich's hidden past and follows the story of what happened in the following decades. This is both a story about medicine and medical practice,

and about big business and maximizing profits, and the places these meet, places most patients would like to believe are off-limits. *Our Bodies, Our Data* seeks to spark debate on how we can best balance the promise big data offers to advance medicine and improve lives while preserving the rights and interests of every patient. We, the public, deserve a say in this discussion. After all, it's our data.

#1 New Release in Home Repair and Urban & Land Use Planning ? A Must-Read for Success in the Housing Market The advice you didn't know you needed. Because most people only enter the real estate world once a decade or less, few really know how it works. The housing market elicits a lot of emotions, from excitement to anxiety. Oftentimes, this can blind us to the realities of how the market works. Top residential real estate agent Tracy McLaughlin is here to change our understanding of the home sale process. From those buying their first home to sellers with some experience, this book is packed with essential advice. A roadmap for buyers and sellers. In nearly all real estate sales, buyers and sellers leave behind thousands—or even hundreds of thousands to millions of dollars—on the table. As frightening as this reality is, it continually happens because one simple decision, among the countless made during the entire process, can greatly impact the outcome of the transaction. ?Bridging the gap between information and expertise. Because of the way technology has impacted real estate sales, buyers and sellers have greater access to information and even the ability to direct the sales process. While knowing market information is helpful in real estate sales, most people still lack a key aspect: expertise. By presenting an inside view on sales, McLaughlin provides a guide for maximizing the value of the sale and purchase of homes. In this book by real estate expert Tracy McLaughlin, readers will find... • Detailed guidelines for how to save money and make money • Advice for finding the right real estate agent • The real estate for dummies book every home buyer or seller needs If you've looked for guidance in books such as *Dream Home*, *Nolo's Essential Guide to Buying Your First Home*, and *Home Buying Kit For Dummies*, then you'll find more of what you're looking for in *Real Estate Rescue*.

How the hidden trade in our sensitive medical information became a multibillion-dollar business, but has done little to improve our health-care outcomes Hidden to consumers, patient medical data has become a multibillion-dollar worldwide trade industry between our health-care providers, drug companies, and a complex web of middlemen. This great medical-data bazaar sells copies of the prescription you recently filled, your hospital records, insurance claims, blood-test results, and more, stripped of your name but possibly with identifiers such as year of birth, gender, and doctor. As computing grows ever more sophisticated, patient dossiers become increasingly vulnerable to reidentification and the possibility of being targeted by identity thieves or hackers. Paradoxically, comprehensive electronic files for patient treatment—the reason medical data exists in the first place—remain an elusive goal. Even today, patients or their doctors rarely have easy access to comprehensive records that could improve care. In the evolution of medical data, the instinct for profit has outstripped patient needs. This book tells the human, behind-the-scenes story of how such a system evolved internationally. It begins with New York advertising man Ludwig Wolfgang Frohlich, who founded IMS Health, the world's dominant health-data miner, in the 1950s. IMS Health now gathers patient medical data from more than 45 billion transactions annually from 780,000 data feeds in more than 100 countries. *Our Bodies, Our Data* uncovers some of Frohlich's hidden past and follows the story of what happened in the following decades. This is both a story about medicine and medical practice, and about big business and maximizing profits, and the places these meet, places most patients would like to believe are off-limits. *Our Bodies, Our Data* seeks to spark debate on how we can best balance the promise big data offers to advance medicine and improve lives while preserving the rights and interests of every patient. We, the public, deserve a say in this discussion. After all, it's our data.

The beauty industry—which once revolved around creams and powders, subtle agents to enhance beauty—has become the anti-aging industry, overrun with steroids, human growth hormone injections, and “bio-identical” hormones—all promoted as “cures” for getting old. Acclaimed *BusinessWeek* science reporter Arlene Weintraub takes us inside this world, from the marketing departments of huge pharmaceutical companies to the backroom of your local pharmacy, from celebrity enthusiasts like Suzanne Somers and Oprah to the self-medicating doctors who run chains of rejuvenation centers, all claiming that we deserve to be forever young—and promising to show us how. Weintraub reveals the shady practices that run rampant when junk science and dubious marketing meet consumer choice. She shows for the remarkable economic and cultural impact of anti-aging medicine, on the patients who partake and on the rest of us. It's not a pretty story, but Weintraub tells us everything we need to know to avoid being duped by this billion-dollar—and dangerous—hoax.

This book is based on rich empirical data and findings concerning the lives, perceptions and ambitions of young middle-class female graduates, thus providing essential insights into the lives and viewpoints of a previously unresearched group in China from a feminist scholarly perspective. The study shows how the lives of young women and debates over youthful femininity lie at the very heart of modern Chinese history and society. With a central focus on women's issues, the book's ultimate goal is to enable Western readers to better understand the changing ideologies and the overall social domain of China under the leadership of President Xi. The empirical data presented includes interviews and group discussions, as well as illustrations, tables and images collected during a prolonged period of fieldwork. The insights shared here will facilitate cross-cultural communication with both Western feminist academics and readers who are sensitive to different cultures.