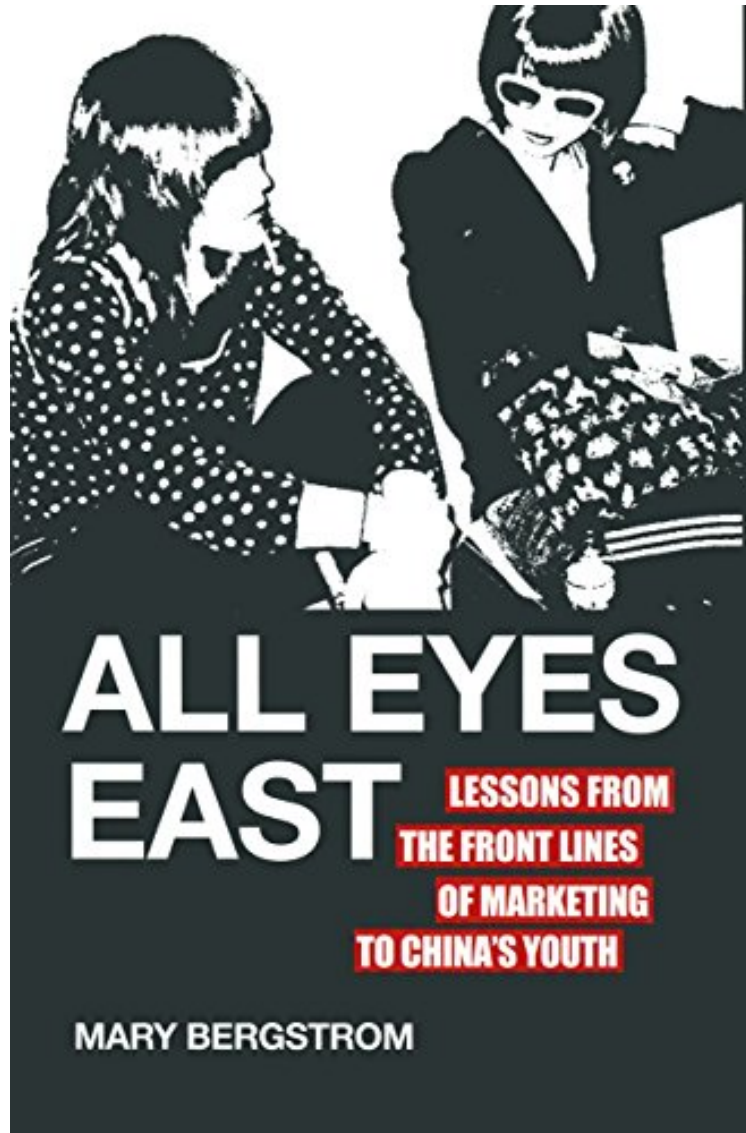


All Eyes East: Lessons from the Front Lines of Marketing to China's Youth

M. Bergstrom

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M. Bergstrom : All Eyes East: Lessons from the Front Lines of Marketing to China's Youth before purchasing it in order to gauge whether or not it would be worth my time, and all praised All Eyes East: Lessons from the Front Lines of Marketing to China's Youth:

1 of 1 people found the following review helpful. Essential. By overmast "The Chinese consumer market is really only a single generation old. (...) So this whole idea of marketing and consumption is very, very new and the rules are yet to be written." (extract from an interview between M. Bergstrom and T. Minges) The above says it all. At present there's

very little literature about the fast-evolving Chinese society. This book provides a broad perspective on the different generations with their particular attitudes, and combines this with detailed and recent case materials. Even after having lived 5 years in China, this book provided new and deeper insights. Highly recommended, and a must for anyone who wants to learn anything about marketing branding in China. Olivier 1 of 1 people found the following review helpful. Don't even try marketing in China until you've read this. By Customer If you are just trying to get your head around the China of today you're already too far behind. It is the China of tomorrow that global business and brands need to be focusing on and Bergstrom's book provides an in-depth look at the generation that will be driving that China. You could live in China for years and still not uncover and understand all the valuable nuances which she unearths and articulates in *All Eye East*. My copy is already earmarked with at least 30 post-its full of ideas inspired by the book to help my clients market with more impact. 0 of 0 people found the following review helpful. About the new world opening... By Kate I'm so surprised by this book on many levels. How cool that Bergstrom writes about youth from a place of respect. I was so impressed by this. So many small, subtle details that you couldn't pick up unless you were there. I'm so glad I have this book. I can see how it's possible to do business now. Kate

All Eyes East: How Chinese Youth will Revolutionize Global Marketing provides brands looking to capitalize on this new world order with the insight they need to understand and capture the world's most powerful audience. Bergstrom provides insights into Chinese youth, revealing what makes them unique from their counterparts around the world.

"All Eyes East is the first work I have seen that identifies the fundamental motivations of China's 'new generation.' Rather than lapse into cliché about spending power or growing individualism, she uncovers the tension between modern values and Chinese tradition that make this age cohort such a fascinating subject of exploration." - Tom Doctoroff, author of *Billions* and *What Chinese Want* "There is much to understand about Chinese youth. It is a complex and ever changing audience that requires more than the occasional focus group or standard market research. Bergstrom goes on the road, looks into the cupboards, shops, and talks to Chinese youth in a way that cuts through the red tape and the standard QA. Hanging out with influencers, she uncovers what will be the next big thing years ahead of others. If you want to know about Chinese youth, start here." - Frederique Covington Corbett, Chief Marketing Officer, Microsoft, AsiaPac "A lot has happened since the world unearthed China's 'Little Emperors.' In *All Eyes East*, Bergstrom reveals new ways to segment this 500 million deep army of young consumers, along the way showing us how brands are successful (or not). We need to get closer to this unique group of confident, creative youth; they may well be steering our world into the future. This is the China must-read book of 2012." - Ian Stewart, Asia Pacific Marketing Director for Converse "Chinese youth are the audience of today AND tomorrow. Any brand that wishes to market to them should not miss this book." - Arlene Ang, CEO, Digital, Omnicom Media Group China "Mary Bergstrom's book has by far provided one of the most fully grounded and highly inspirational analyses for China's 'Bird's Nest Generation.' Through her lens of the changing 'identity politics' in the spheres of nation, class, gender, and popular culture in contemporary China, Bergstrom will re-orient the global vision of a newly-rising superpower and proves a solid and distinctive insight for any serious scholar of integrative marketing." - Dr. Anbin Shi, Professor and Associate Dean, School of Journalism and Communication, Tsinghua University, Beijing

About the Author Mary Bergstrom is the founder of the Bergstrom Group, a consumer insights and trends consultancy that helps global brands understand and connect with Chinese consumers. She has been featured by media including "NPR's Marketplace"; "The Associated Press"; "Ad Age"; "Marketwatch"; and "Women's Wear Daily." Bergstrom leads consumer studies and provides executive trainings for organizations including Omnicom, Bosch, the American Chamber of Commerce, and LVMH.