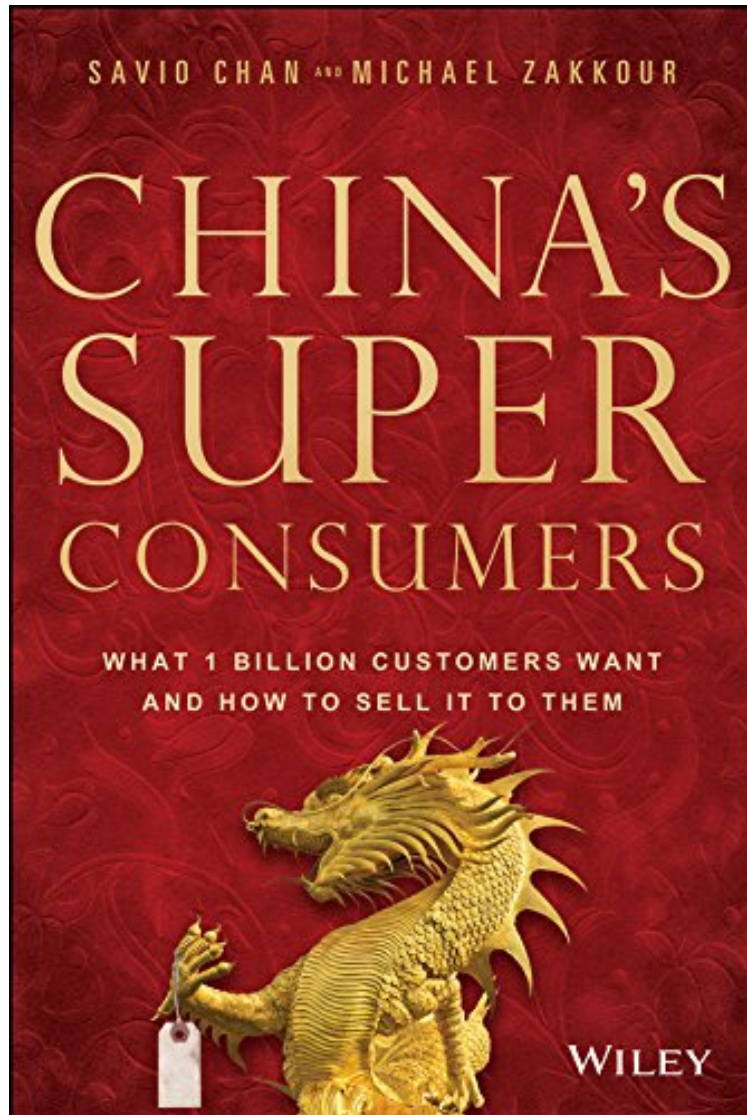


(Read free ebook) China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them

China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them

Savio Chan, Michael Zakkour
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Savio Chan, Michael Zakkour : China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them before purchasing it in order to gauge whether or not it would be worth my time, and all praised China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them:

5 of 5 people found the following review helpful. Must-read with some minor flaws. By E. Sander There are few good books on marketing/consumer behavior in China, but this is definitely one of them. Part 1 of the book deals with the historical and cultural background of the Chinese people. It gives invaluable insights into the factors that make

Chinese people different from Western people in their consumer behavior. This is something that many Western companies neglect when they come to the Middle Kingdom, simply attempting to roll-out existing strategies from home. This might well be my favorite part of the book. The second part of the book describes how in the recent decade the Chinese consumption economy exploded and how consumers are changing. It looks at different trends in e-commerce, tourism, luxury buying, etc. I especially found that the chapters on segmentation and marketing offered some excellent insights. So why didn't I give it 5 stars? Well, the book has a few flaws. First of all, although there are quite a few cases in the book, some of the more elaborate cases in the marketing section of the book mainly discuss Chinese companies that have been successful in China and abroad (Lenovo, Weibo, OCT Mami). I would have liked to see a few more cases of successful Western companies in China. I also found the Microsoft case at the end of the book rather unconvincing, especially since the recent government leanings towards homebred hard- and software are mentioned nowhere. Second, the chapter on e-commerce - one of the areas that interests me most - is rather superficial and already outdated. Of course this can hardly be avoided with the pace of online developments, but considering the importance of online shopping in China I had hoped for some new information I wasn't aware of yet. Third, there are a few incorrect facts. When discussing the number of outbound Chinese tourists, the text and accompanying graph are contradicting. Also, the book suggests that the relaxation of the one child policy in 2014 means that every family can have 2 or 3 children, which is most certainly not the case. Finally, the chapter on supply chains is completely redundant and almost had me quitting on the rest of the book. The reader is treated to a theoretical explanation of supply chain management that could have been part of any textbook and has very, very little detail about China. It leaves the reader with more questions than answers, which might be intentional since the company one of the writers works for offers supply chain management services in China ... But besides these minor flaws China's Super Consumers is a must-read for business people and China watchers alike. 4 of 4 people found the following review helpful. Great insight about modern Chinese consumers, fascinating history of China's culture and economy. By Curveball Great insight about modern Chinese consumers, fascinating history of China's culture and economy. What I loved most about this book was the look at Chinese culture through the ages that informs how they think, live and spend. This is not just some business book full of sales numbers and predictions. It really is a carefully painted look at a people, with very personal, very detailed stories included to back up all the ideas. These guys really hit a home run -- that is not just a book for business people, it's just a great book. 2 of 2 people found the following review helpful. Must Read! By Customer I was introduced to this title as a University student. I had made a radical change in my course of study, and as soon as I picked up "China's Super Consumers" I knew that I had made the right decision. Through this text, the authors guide the reader to an understanding of who Chinese consumers are and how their history, their interests, and their goals shape the Chinese consumer market. Most importantly, it guides the reader towards understanding how to begin identifying those factors, and provides detailed and interesting examples on how they have been addressed both successfully and unsuccessfully in the past. Anyone interested in establishing a relationship with Chinese consumers must read this book!

Chinese Consumers are Changing The World ndash; 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.

From the Inside Flap China is now home to the fastest growing middle class the world has ever seen and a rapidly expanding group of wealthy and super-wealthy consumers, creating a new class of Super Consumers, the likes of which the world has not seen since post-war America and the baby boomers. A powerful Chinese consumer class was born 30 years ago and that group is now poised to dominate the global economy. China's Super Consumers will introduce you to the "China Global Demographic" and the importance of catering to it as well as "The China Market." Through first hand storytelling by executives, case studies, original research and the authors' own experiences in helping companies sell to Chinese consumers, Chan and Zakkour provide powerful insights on the causes, results and implications of the Chinese consumer boom. Established companies, start-ups, and aspiring entrepreneurs can learn from and identify with these stories to either improve or begin a meaningful and long-

lasting engagement with 1 billion customers. China's Super Consumers explains who they are, who is selling to them, what and why they are buying, and how they are changing the world. This book will help you better understand what you can do to ensure you are part of this business/social/consumer revolution, and not a victim of it. Chinese super consumers are changing the world at a pace unprecedented in human history. Purchase decisions made in Shanghai now have ripple effects on the lives and livelihoods of people from Lagos to Los Angeles. They are changing the way companies design, build, market, and sell their products. They are changing the balance of trade on a global scale. They are making and breaking brands. They are changing the way bricks and mortar and e-commerce retail takes place everywhere, not just in China. Their shopping habits and attitudes, channel preferences, and communication patterns are changing the very idea of what it means to plan, make, buy, move, store, and sell products around the world. Chinese consumers are changing China and the world in ways almost impossible to foresee even five years ago. China's Super Consumers prepares you for this new reality and explains how you can engage with, serve and profit from the most important consumer market of the 21st century.

PRAISE FOR CHINA'S SUPER CONSUMERS

“Savio Chan and Michael Zakkour have succeeded in getting into the minds of Chinese consumers and explaining what they see inside. Chinese consumers are changing the world and are creating unprecedented opportunities and challenges for the companies serving them. China's Super Consumers is a portable ‘GPS’ for understanding and engaging this fast-changing, ever-expanding class of shoppers, travelers and investors. A must-read for anyone involved with or looking to get involved with the ‘new’ China.” — Charles B. Wang, Former CEO of Computer Associates; Chairman, Smiletrain Neulion; Owner, New York Islanders

“I have known Michael Zakkour and his work for a long time; he has a sharp, clear-headed, vividly detailed understanding of the economic and cultural realities of modern China. This is presented as a business book, and it will be very useful on those terms. But it's also an important guide to the biggest forces at work inside China and how China is changing the world and it will improve anyone's ability to deal with, and succeed in, the world's fastest-changing economy.” — James Fallows, National Correspondent, The Atlantic; author of the acclaimed China books, *China Airborne* and *Postcards from Tomorrow Square*

“China's Super Consumers is required reading for executives, business owners, entrepreneurs, academics and students trying to understand and decipher middle class and upper middle class consumers in China. Readers will understand how Chinese culture, history and language shape the mind-set of Chinese consumers and this book is a superb resource to help you capture the imaginations and spending power of the world's largest population. From my viewpoint (having succeeded with Marvel films in China) China's Hollywood will be bigger than our Hollywood in the near future.” — C. Peter Cuneo, Chairman, Valiant and Former CEO, Marvel Entertainment

“Savio Chan is one of the true impresarios of Chinese-Foreign partnership building. I have built several successful businesses in China, but it took this book for me to truly understand the Chinese consumer revolution and the global impact it is having on business, culture, technology and the environment.” — Harry Edelson, Managing Partner, Edelson Technology Partners

“This extraordinary book shows you how to tap into the biggest consumer market in the world, how to make more sales, fewer mistakes and greater progress in China, faster, than you ever could before.” — Brian Tracy, bestselling author and Chairman CEO, Brian Tracy International

About the Author

SAVIO S. CHAN is a pre-eminent expert on US-China partnerships and building loyalty with Chinese luxury consumers. He serves as President and Chief Executive Officer of US China Partners Inc., a consulting and advisory firm that helps organizations design and implement their China consumer strategies. He spent two decades as a consultant on market entry, cross-border MA and joint venture partnership innovation with some of the largest and best known global luxury and consumer brands, Fortune 500 and Chinese large State-Owned and private companies. He is frequently featured in interviews and articles in the New York Times, Forbes, Chief Executive Magazine, and China Daily News. Savio serves as a member of the National Committee on US-China Relations and advises many ultra-high net worth legacy families in both the US and China. He is a frequent keynote speaker and panelist at various business and technology events including the Conference Board, Microsoft Technology Conference, Columbia China Conference, and Wharton China Business Forum.

MICHAEL A. ZAKKOUR is a principal at the global business consulting firm Tompkins International, where he leads the China/APAC practice. He has more than 18 years of international consulting, marketing and business development experience, primarily in China. He has advised more than 300 public and private companies and organizations on creating and implementing strategies to enter, grow and change their businesses in China and on their engagement with Chinese consumers. He has researched, and written extensively about Chinese consumers and consumption and the China Global Consumer Demographic, and has advised companies from around the world on retailing, branding, e-commerce, production, supply chains, and partnerships in China. He writes about business in China for Forbes and JING Daily and speaks frequently at universities, conferences, and vertical industry events. He is also a special advisor to the Confucius Institute for Business at the State University of New York. Michael also spent four years on the Board of Directors of the Asian Financial Society. His commentary and articles have appeared in the Wall Street Journal, Harvard Business Review, WWD, NPR, China Business, MSNBC, Newsweek, The Economist and many other commercial and academic media and

journals.