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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

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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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Date. March 16, 2006.
Speaker. Tom

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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.

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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,
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This book cracks the
code of marketing to the

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all billion of them
Marketers of some of
the world s leading
brands come to China
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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

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high Monday after it
announced plans to sell
Chinese
Consumer

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

The announcement
indicates that the TAC
will be put on a
statutory footing and
will produce a report on
each new free trade

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agreement, ahead of a
21-day parliamentary
scrutiny process.

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'dooming ...

The owners of the Utah
Jazz struck a deal to sell
the team to Qualtrics
chief executive Ryan
Smith for \$1.66 billion,
according to a person

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familiar with the matter,
making the Jazz the first
NBA ...

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

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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

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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,

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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

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this book. Ill.

Chinese Consumer

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

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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

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To The New
Chinese
Consumer

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.

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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,

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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

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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

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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

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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

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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

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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.

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More than One Hundred
Iconic New York City
Dining Institutions

From hole-in-the-walls
to cozy neighborhood
gems to Michelin-
starred restaurants, the
characters in the

SHOWTIME® series
Billions know how to
eat well, as any fan of
the beloved show can
confirm. Creators Brian

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To The New
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Consumer

Koppelman and David
Levien spectacularly
display the city's vibrant
food scene—but it's more
than showing us how
the one percent eats. It's
about integrating food,
which brings people
together and is an
integral part of our daily
lives, into the storyline
while honoring the
quality, the diversity,
and the legacy of

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culinary culture in New York City. It's about the city staples that have been around for generations. It's about the immigrants who brought their own food to New York and made it a part of city culture. It's about the power joints where the movers and shakers of the city discuss the affairs of the day. It's about the pizza

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slice or the candy bar that takes you back to your childhood. It's about those who start at the bottom of the kitchen chain and ultimately open their own restaurant as well as about the old who pass the torch to future generations. It's about the energy and the creativity in New York food industry that is

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setting the standards for the rest of the world. It's about everyone who has contributed to making New York the dining capital of the world as it is today. This book presents the complete list of restaurants, bars, bakeries, bodegas, and more, featured in Billions. The listings include description and history of the chef and

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building, signature dishes, fun facts, and of course, tie-in to the show's storyline. Which characters are eating there? What is the occasion? What are they discussing? Features include: Empire Diner Yonah Schimmel's Knish Bakery Sushi Nakazawa Peking Duck House Veselka The Spotted Pig Ivan Ramen

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Library Bar at the
NoMad Hotel Emmy
Squared Morgenstern's
Ice Cream So many
more!

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

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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

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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

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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.

"This book provides valuable and insightful research as well as empirical studies that

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allow audiences to
develop, implement, and
maintain branding
strategies"--Provided by
publisher.

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