

## Billions Selling To The New Chinese Consumer

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Billions: Selling to the New Chinese Consumer by Tom Doctoroff

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Billions Selling To The New

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The new supply of shares have a dilutive impact on the price, although with the recent rally that only amounts to about 1% of its current valuation of about \$442.7 billion.

Billions: Selling to the New Chinese Consumer by Tom ...

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 some of the world ' s leading brands come to China with mistaken ideas of how to apply Western thinking to the marketplace. Doctoroff [...]

Billions : selling to the new Chinese consumer (Book, 2006 ...

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