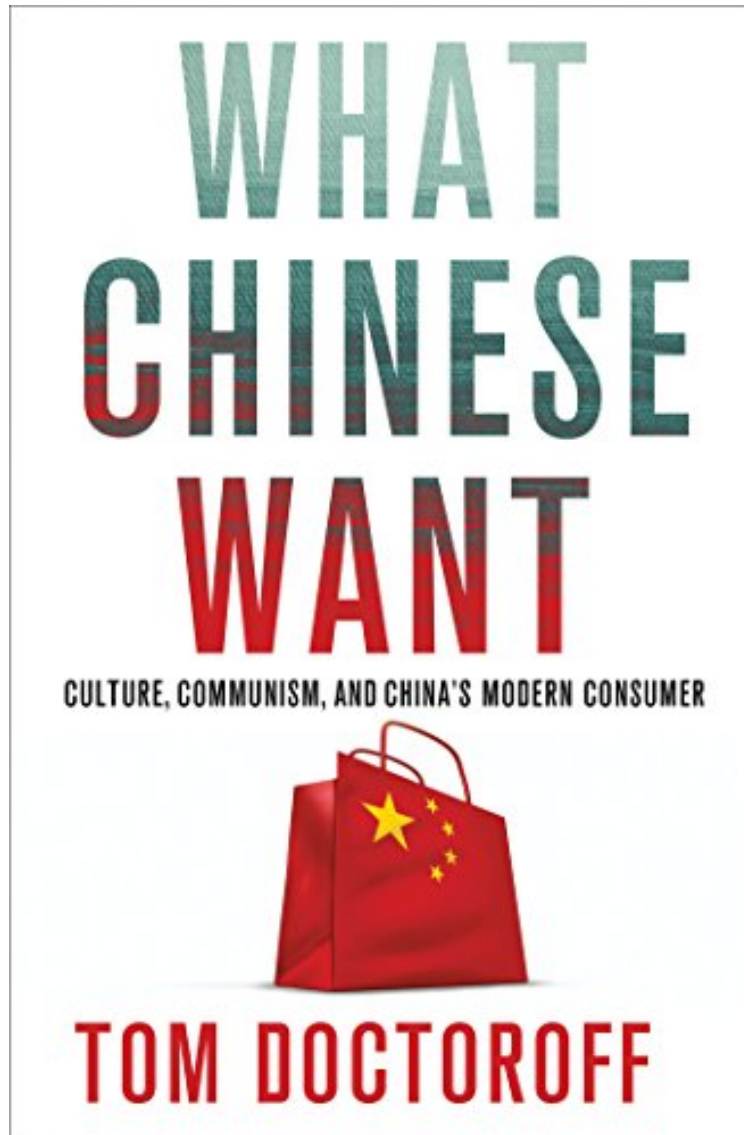


(Read free) What Chinese Want: Culture, Communism and the Modern Chinese Consumer

What Chinese Want: Culture, Communism and the Modern Chinese Consumer

Tom Doctoroff

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Tom Doctoroff : What Chinese Want: Culture, Communism and the Modern Chinese Consumer before purchasing it in order to gage whether or not it would be worth my time, and all praised What Chinese Want: Culture, Communism and the Modern Chinese Consumer:

5 of 5 people found the following review helpful. A must-read for those involved in China, but will take work to get through By E. Sander I have been working in China for 1,5 year now and was immediately fascinated by the title and

context of this book. In the past 2 years I have been extensively reading about China, its culture and the psyche of its people in an attempt to understand them. Bit by bit I have been putting the complex puzzle of China and the Chinese together only to see that the resulting picture still never made complete sense. I expected a lot from books like Kotler's 'Marketing Management in China', but it proved little more than his regular 'Marketing Management' book with some added Chinese case material. After reading an article about Doctoroff's book online I knew I had to get myself a copy immediately (which initially proved a bit challenging since the book itself is banned in China). After having read the book I have to agree with both the positive and negative comments in other reviews. First of all, this is a must-read for people in the marketing, sales and advertising professions that consider China to be a (potential) market for their products or services. Even for people that are not necessarily working in these areas but are still involved with Chinese people (whether or not professionally) this is a recommended read. Doctoroff's experience, undoubtedly backed by investments in market research at his advertising agency, provides us with an invaluable source of information and understanding about China and the Chinese. And most of what Doctoroff writes seems to be spot on. An interesting aspect is the way Doctoroff 'zooms out'. Starting with the individual consumers, then discussing the society, then China's place in the world, while touching upon many different very relevant subjects along the way. It has given me many new insights, resulting in instant adjustments to my own projects. As Doctoroff writes, the biggest mistake is to think that we 'get' the Chinese and our Western concepts will work. They won't. This book will help you to better understand them and your own misconceptions. So far so good. A less positive aspect is the readability of the book. I have found a few problems here. English is not my first language but I have been reading English business literature for 20 years without any problem. In certain sections of this book I found the language style unnecessary pretentious, complicated and unappealing. The subject matter is complex enough to understand without making the text read like business prose. Also, the book reads like a Powerpoint presentation. It consists of no less than 37 short chapters, each split into several sub-subjects, which are then split into sub-elements on a paragraph level where the text often consists of long lists of examples. The book reads like a constant dissection, which can be quite tiring after a while. At times the book also feels like a collection of short essays or columns, with an overlap in explanations. Sometimes constant explanation of the 'ambition versus anxiety' concept returns so often that the text almost becomes predictable. The structure of the book often gives it the feel of an encyclopedia, although I have found using the index in the back of the book, attempting to find and re-read something specific, rather useless. The book could definitely have been more enjoyable with more anecdotes, a lighter tone and more sense of humour. I have found that when reading other books like 'When A Billion Chinese Jump' I would have vivid discussions with friends and colleagues about the content matter, mainly because the anecdotes in that book supported the factual information so well and brought it to life in the reader's mind. People remember stories, not endless lists of facts. For this book the lack of such a balance and the way the text is structured often made me say to others 'I can't quite remember what it said about this subject, but it is a really interesting book.' So let's leave it at that. A must-read for some people that will however take some energy and perseverance for some to chew through.

0 of 0 people found the following review helpful. Exceptional
By Shana Rabinow
The most exceptional of the many books I've read on China. Author is an absolute master of Chinese behavior, culture, spirituality and of course business motivations. Memorize this and it's all you will need to study for business in China.

0 of 0 people found the following review helpful. Good insight knowledge
By Claudia Sanne
Very interesting, actual book about present China written by somebody who has lived here a number of years and is big in marketing in China- he has to know his clients to be successful! Some lengthy parts and too much marketing detail in the second third of the book and sometimes unnecessary complicated, longwinding sentences, but a great read overall, I recommend it to anybody living in China and dealing with Chinese

Today, most Americans take for granted that China will be the next global superpower. But despite the nation's growing influence, the average Chinese person is still a mystery - or, at best, a baffling set of seeming contradictions - to Westerners who expect the rising Chinese consumer to resemble themselves. Here, Tom Doctoroff, the guiding force of advertising giant J. Walter Thompson's (JWT) China operations, marshals his 20 years of experience navigating this fascinating intersection of commerce and culture to explain the mysteries of China. He explores the many cultural, political, and economic forces shaping the twenty-first-century Chinese and their implications for businesspeople, marketers, and entrepreneurs - or anyone else who wants to know what makes the Chinese tick. Dismantling common misconceptions, Doctoroff provides the context Westerners need to understand the distinctive worldview that drives Chinese businesses and consumers, including:- why family and social stability take precedence over individual self-expression and the consequences for education, innovation, and growth;- their fundamentally different understanding of morality, and why Chinese tolerate human rights abuses, rampant piracy, and endemic government corruption; and- the long and storied past that still drives decision making at corporate, local, and national levels. Change is coming fast and furious in China, challenging not only how the Western world sees the Chinese but how they see themselves. From the new generation's embrace of Christmas to the middle-class fixation with luxury brands; from the exploding senior demographic to what the Internet means for the government's hold on power, Doctoroff pulls back the curtain to reveal a complex and nuanced picture of a fascinating people whose lives are

becoming ever more entwined with our own.

"Brilliantly written, colorful, witty and well signposted." —Financial Times "I highly recommend the landmark and essential book *What Chinese Want* by Tom Doctoroff, to any business leaders, entrepreneurs, public officials, trade organizations, and members of the general public who are seeking a deeper and more profound understanding of the Chinese market and its consumers than is found anywhere else." —Business World "With insight and energy, Doctoroff takes on the daunting task of explaining the Chinese character; This in-depth, lively preacutec;is of modern-day China is an invaluable guide to anyone hoping to do business in the fast-growing Eastern market." - Publishers Weekly "A primer on Chinese consumers [with] each paragraph delivering a takeaway pearl of wisdom; A no-nonsense book by an enlightened capitalist." - Kirkus s'Gaining familiarity with China's basic philosophies and culture will help businesspeople create new opportunities, offer competitive advantages, and avoid pitfalls. Doctoroff offers his readers practical advice as well as examples of successful marketing campaigns in Chinahellip;An essential read." - Library Journal "Do not go to Chinamdash;with your product, your ideas, or yourselfmdash;without reading this book. Tom Doctoroff is a triple value interpreter; marketer, historian, and philosopher of all things China." - Charlotte Beers, former Chairman Ogilvy, J. Walter Thompson, and author of *I'd Rather Be in Charge* "It takes decades for outsiders to begin to understand how China really works. In his latest book, Tom has distilled a career worth of professional and personal reflections into a potent cocktail of insights. This book is a must-read shortcut for any guest working in China trying to make sense of the overwhelming complexity and depth of China's consumer landscape." - Alan Jope, President, Unilever, North Asia "Tom Doctoroff's insightful book *What Chinese Want* is a gem. It provides a unique perspective on why the Chinese think the way they do, history's role in China today - and unlocks mysteries one might have not even noticed. A must-read for those traveling to Chinamdash;from the casual visitor to the corporate executive wrestling with the mechanics of Chinese society." - Stefan Halper, author of *America Alone* and *The Beijing Consensus* "What do Chinese Want?' It's a big question. But marketing guru Tom Doctoroff can handle it. He approaches rough business challenges not only strategically but also psychologically. He catches what numbers don't capture: the heart of a people and how it affects who succeeds and who fails on the mainland.' - Jing Ulrich, Managing Director Chairman of Global Markets, China, J.P. Morgan "Tom's unique experience and perspective is a boon to anyone who plans to address the Chinese consumer. In so far as it is possible to sum the sentiment and unique cultural underpinnings of this mammoth country, Tom has done it." - Kathleen Hall, Windows Global Campaigns and Product Marketing General Manager, Microsoft "In explaining what Chinese consumers want, Doctoroff vividly shows us where China is headed as a society and a world power." - Garrick Utley, Senior Fellow SUNY Levin Institute "What Chinese Want is required reading for any business person that deals with Chinese nationals or companies. It will help you quickly learn what was so hard for me to understand during my five years of living in China: China is very different from the West, and Tom Doctoroff will explain what you need to know to succeed there." - Miguel Patricio, President of Anheuser Busch Inbev for Asia Pacific "The scale of potential opportunity in China is staggering. But business people who want to succeed in China often feel like they have landed on a different planet. Tom Doctoroff's book offers a very insightful, down-to-earth analysis of both what's driving growth in China as well as a nuanced analysis of the psychology of Chinese leaders and people. Anyone who wants to succeed big time in China will find his book very helpful and interesting." - Dr. Ramesh Tainwala, President Asia Pacific and Middle East, Samsonite Group "Tom Doctoroff's *What Chinese Want* succeeds in linking the most dynamic facets of the modern Chinese commercial and consumer landscape with the unique and timeless characteristics of China's people and culture." - John Quelch, Distinguished Professor of International Management, Vice President and Dean, CEIBS (China Europe International Business School) "This is a breakthrough work on the modern Chinese consumer. Rooted in a long and successful career in China, Tom Doctoroff's book gives a concrete, in-depth, and simple explanation about how this mysterious land really works that will begin to change the world's biased understanding of a great country." - Pierre Xiao Lu, author of *Elite China*, professor of marketing at Fudan University in Shanghai, and Founder of China Market Institute Consulting