



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

By Tom Doctoroff

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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.

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Editorial Review

Review

“With insight and energy, Doctoroff...takes on the daunting task of explaining the Chinese character... This in-depth, lively précis 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 Reviews*

“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 China...An essential read.” *?Library Journal*

“Do not go to China?with your product, your ideas, or yourself?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 China?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*

About the Author

Tom Doctoroff is the Northeast Asia Area Director and Greater China CEO for J. Walter Thompson, the author of *Billions*, and a leading authority on marketing in China and Chinese consumer culture, with more than thirteen years of experience in mainland China. He has appeared regularly on CNBC, NBC, Bloomberg, and National Public Radio and is frequently featured in publications ranging from the *Financial Times* and *Business Week* to *The Wall Street Journal* and *The New York Times*. He is also a columnist for the *China Economic Review* and the Chinese magazine *Global Entrepreneur*. Doctoroff is the recipient of the Magnolia Government Award, the highest honor given by the Shanghai municipal government to expatriates, and was selected to be an official torchbearer for the Beijing 2008 Olympics.

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What Chinese Want: Culture, Communism and the Modern Chinese Consumer can be one of your beginning books that are good idea. Many of us recommend that straight away because this guide has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to put every word into satisfaction arrangement in writing What Chinese Want: Culture, Communism and the Modern Chinese Consumer nevertheless doesn't forget the main position, giving the reader the hottest as well as based confirm resource details that maybe you can be one of it. This great information can certainly drawn you into completely new stage of crucial pondering.

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This What Chinese Want: Culture, Communism and the Modern Chinese Consumer is new way for you who has intense curiosity to look for some information as it relief your hunger associated with. Getting deeper you onto it getting knowledge more you know otherwise you who still having bit of digest in reading this What Chinese Want: Culture, Communism and the Modern Chinese Consumer can be the light food for you because the information inside this particular book is easy to get simply by anyone. These books build itself in the form which can be reachable by anyone, sure I mean in the e-book web form. People who think that in guide form make them feel sleepy even dizzy this book is the answer. So there is absolutely no in reading a e-book especially this one. You can find what you are looking for. It should be here for you. So , don't miss the idea! Just read this e-book sort for your better life as well as knowledge.

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