

WHAT CHINESE WANT

CULTURE, COMMUNISM, AND CHINA'S MODERN CONSUMER



TOM DOCTOROFF

What Chinese Want Culture Communism And The Modern Chinese Consumer

Dennis T. Yang



What Chinese Want Culture Communism And The Modern Chinese Consumer:

What Chinese Want Tom Doctoroff, 2012-05-22 What Chinese Want provides a sweeping look at contemporary Chinese consumer behavior how its cultural influences separate it from the West and how marketers and businesses can harness the natural strengths of this age old civilization to succeed there 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

The Pursuit of the Chinese Dream in America Dennis T. Yang, 2015-12-24 The Pursuit of the Chinese Dream in America illuminates the hopes expectations challenges and aspirations of this generation of Chinese students as they pursue higher education at American universities Based on interviews with Chinese students parents teachers and educational agents in Shanghai this ethnographic study examines the cultural economic and social factors that have fostered the increase of Chinese undergraduates on American campuses Dennis T Yang describes the pivotal roles that parents teachers peers and educational agents played as students embarked on the college admissions process for American universities with an emphasis on the prominent influence of parents during the college decision making process Yang addresses how his interviewees particularly the parents and students interpreted and evaluated the importance of cultural social and economic capital in their lives and how the drive to obtain these forms of capital to varying degrees affected the families decisions to conceive of and support the study abroad option

The War for China's Wallet Shaun Rein, 2017-12-04 With Chinese led initiatives such as One Belt One Road OBOR and the Asian Infrastructure Investment Bank AIIB combined with uncertainty due to US shifts in policy and apparent commitments over

the past decade the stakes are high for companies looking to profit from the world's newest superpower. Post financial crisis China has emerged as the largest or second largest trading partner for most countries. It has become the second largest market for Fortune 500 companies like Starbucks, Apple and Nike and drives growth for Hollywood and commodity products. Yet the profits come at a price for countries and companies alike: they must adhere to the political goals of Beijing or else face economic punishment or outright banishment. Using primary research from interviews with hundreds of business executives and government officials, *The War for China's Wallet* will help companies understand how to profit from China's outbound economic plans as well as a shifting consumer base that is increasingly nationalistic. The countries and companies that get it right will benefit from China's wallet but those that do not will lose out on the world's largest growth engine for the next two decades. Click here for information on the author's MSNBC interview: <https://mobile.twitter.com/OARichardEngel/status/1147861623211798528>. Check out the interviews at Bloomberg, Forbes and Marketplace on this book: <https://www.bloomberg.com/news/audio/2017/12/05-those-who-heed-china-s-political-ambitions-will-benefit>, <https://www.forbes.com/sites/russellflannery/2017/11/28/how-to-profit-from-chinas-rising-nationalism-amp/>, <https://www.marketplace.org/2017/12/18/world-shaun-rein-interview/>. Financial Times subscribers can read this review of *The War for China's Wallet*: <https://www.ft.com/content/b6bb55c4-e4b4-11e7-97e2-916d4fbac0da>. The book's review in South China Morning Post can be read at <http://m.scmp.com/culture/books/article/2126477/book-review-war-chinas-wallet-readable-if-one-sided-view-chinas>.

Historical Dictionary of the People's Republic of China Lawrence R. Sullivan, 2016-08-03. When the Chinese Communist Party (CCP) assumed power in October 1949, China was one of the poorest nations in the world and so weak it had been conquered in the late 1930s and early 1940s by its neighbor Japan, a country one-tenth its size. More than five decades later, the People's Republic of China (PRC) is an emerging economic, political and major military power with the world's fastest growing economy and largest population, 1.35 billion in 2015. A member of the United Nations Security Council since the early 1970s and a nuclear power, China wields enormous influence in the world community while at home what was once a nation of largely poverty-stricken peasants and urban areas with little to no industry has been transformed into an increasingly urbanized society with a growing middle class and an industrial and service sector that leads the world in such industries as steel and textiles while becoming a major player in computers and telecommunications. All the while, the country has remained under the tight political control of a one-party system dominated by the Chinese Communist Party that, despite periods of intense political conflict and turmoil, governs China with a membership in 2014 of 88 million people, the largest single organization on earth. This third edition of *Historical Dictionary of the People's Republic of China* contains a chronology, an introduction, appendixes and an extensive bibliography. The dictionary section has over 700 cross-referenced entries on important personalities, politics, economy, foreign relations, religion and culture. This book is an excellent access point for students, researchers and anyone wanting to know more about China.

The Bling Dynasty Erwan Rambourg, 2014-10-13. Why the luxury market's fate rests in Chinese wallets. The media

has negatively focused on the Chinese political administration clamping down on gifting Observers have come to doubt the strength of Chinese consumption as the key driver for luxury The Bling Dynasty illustrates how doubts about Chinese consumption are ill founded and Chinese luxury demand is on the cusp of becoming dominant This book contains the research and expert views companies need to understand and address the new challenges posed by this dominance Each chapter brings a different perspective covering complex aspects of luxury consumption with illustrations and real world examples that support the research Readers will gain insights through interviews with brand executives retailers experts and consumers As an economic heavyweight China is fast realizing its role in the luxury market Chinese consumers should be accounting for more than a third of the global luxury market today and half if not more in ten year s time The Bling Dynasty runs counter to the conventional wisdom that expanding sectors become more global Luxury is actually becoming over dependent on Chinese sales Readers will Understand how Western brands developed in Asia and the challenges they are met with notably ubiquity Learn why Chinese are purchasing luxury items abroad and what it means for the future of the sector Gain insights on why there are no Chinese luxury brands challenging Western models Realize that Chinese consumers are becoming similar to their American peers and that luxury competition goes way beyond pre conceptions China s big spenders are increasingly mobile and this is affecting key markets The Bling Dynasty provides new research and a comprehensive look at the booming business of luxury and the Chinese wallet

Citizenship Education in China Kerry J. Kennedy, Gregory Fairbrother, Zhenzhou Zhao, 2013-10-15 There is a flourishing literature on citizenship education in China that is mostly unknown in the West Liberal political theorists often assume that only in democracy should citizens be prepared for their future responsibilities yet citizenship education in China has undergone a number of transformations as the political system has sought to cope with market reforms globalization and pressures both externally and within the country for broader political reforms Over the past decade Chinese scholars have been struggling for official recognition of citizenship education as a key component of the school curriculum in these changing contexts This book analyzes the citizenship education issues under discussion within China and aims to provide a voice for its scholars at a time when China s international role is becoming increasingly important

Moon Living Abroad in Beijing Shannon Aitken, 2013-12-17 Beijing resident Shannon Aitken offers indispensable advice on relocating to China s capital city from securing employment to finding health care Shannon Aitken has all the insight on what it s like to live in Beijing she s made the move there herself In *Moon Living Abroad in Beijing* she offers firsthand advice on navigating the language and culture of this exciting metropolis and outlines all the information needed to settle down abroad in an organized and straightforward manner *Moon Living Abroad in Beijing* is packed with essential information and must have details on setting up daily life including obtaining visas arranging finances gaining employment choosing schools and finding health care plus practical suggestions for how to rent or buy a home for a variety of needs and budgets whether it s a small apartment downtown or a sprawling villa in suburban Shunyi

With extensive color and black and white photos illustrations and maps to help you find your way Moon Living Abroad in Beijing makes it easy for anyone to transition to a life abroad *The Case for Repatriating China's Cultural Objects* Zuo Zhen Liu, 2016-02-25 This book investigates China's demands for the repatriation of Chinese cultural relics lost during the country's modern history. It addresses two main research questions: Can the original owners or their rightful successors of cultural objects looted, stolen or illicitly exported before the adoption of the 1954 Hague Convention and the 1970 UNESCO Convention reclaim their cultural objects pursuant to remedies provided by international or national law? And what are the philosophical, ethical and cultural considerations of identity underlying the international conventions protecting cultural objects and claims made for repatriating them? The first part of the book explores current positive legal regimes while the second part focuses on the philosophical, ethical and cultural considerations regarding repatriation of cultural objects. Consisting of seven chapters and an introduction, it outlines the loss of Chinese cultural relics in modern history and the normative framework for the protection of cultural heritage. It presents case studies designed to assess the possibility of seeking legal remedies for restitution under contemporary legal regimes and examines the cultural and ethical issues underpinning the international conventions protecting cultural heritage and claims for the repatriation of cultural heritage. It also discusses issues of cultural identity, the right to cultural identity and heritage, multiculturalism, the politics of recognition, cosmopolitanism, the right to cultural heritage and other related issues. The concluding chapter answers the two research questions and offers suggestions for future research. **Food and Experiential Marketing** Wided Batat, 2019-06-11

Pleasure plays a significant but often neglected role in the creation of consumer wellbeing and the relationship between the food consumption experience and healthy eating. This innovative collection focusses on the experiential and hedonic aspects of food and the sociocultural, economic, ideological and symbolic factors that influence how pleasure can contribute to consumer health, food education and individual and societal wellbeing. *Food and Experiential Marketing* uses a holistic perspective to explore how the experiential side of food pleasure may drive healthy eating behaviors in varied food cultures. It asks questions: Is food pleasure an ally or an enemy of developing and adopting healthy eating habits? Can we design healthy offline and online food experiences that are pleasurable? What are the features of food consumption experiences and how do they contribute to consumer wellbeing? Providing an overview of experiential and cultural issues in food marketing, this book will be invaluable for consumer behavior and food marketing scholars, public policy professionals and the food industry in understanding the importance of pleasure in promoting healthy eating behaviors. *Market Entry in China* Christiane Prange, 2016-05-14 This book compiles brand new case studies on the intricacies and market entry strategies of different companies in China. The sheer speed and scope of China's growth makes it unique and investment opportunities are very attractive. Despite the potential, many western companies fail in their market entry strategies. This book traces the major sources of failure and uses cases to illustrate how firms can better cope with the challenging Chinese market. With a special

focus on marketing positioning and branding this book presents issues and solutions of both large multinationals and small niche market players

Advertising and Consumer Culture in China Hongmei Li, 2016-09-06 This book provides a comprehensive analysis of Chinese advertising as an industry a discourse and profession in China's search for modernity and cultural globalization It compares and contrasts the advertising practices of Chinese advertising agencies and foreign advertising agencies and Chinese brands and foreign brands with a particular focus on the newest digital advertising practices in the post WTO era Based on extensive interviews participant observation and a critical analysis of secondary data Li offers an engaging analysis of the transformation of Chinese advertising in the past three decades in Post Mao China Drawing upon theories of political economy media and cultural studies her analysis offers most significant insights in advertising and consumer culture as well as the economic social political and cultural transformations in China The book is essential for students and scholars of communication media cultural studies and international business and all those interested in cultural globalization and China

American Universities in China Dennis T. Yang, 2017-11-15 American Universities in China Lessons from Japan discusses the aspirations and operations of American universities in China through the lens of previous American universities expansion efforts in Japan It provides an in depth explanation of the factors that contributed to the rise and decline of American universities in Japan in order to examine and predict the sustainability of American universities in China today Through a review of historical documents interviews with stakeholders in Japan and China and an analysis of the cultural contexts of both the Japanese and Chinese higher education systems and the position of American universities within these environments this book seeks to address the potential success or repeated failure of the American university abroad

The End of Copycat China Shaun Rein, 2014-09-19 China's changing course and sustainable success requires a shift in strategy The End of Copycat China helps business executives and investors understand how China's economy is shifting from one based on heavy investment to one on services and consumption by providing insight that help shape effective strategy Drawing from over 50 000 interviews with entrepreneurs venture capitalists private equity investors private Chinese companies and multinationals this book describes how Chinese firms are increasingly focused on innovation rather than copying what worked in America and how consumers are evolving with their hopes dreams and aspirations China's growth model of the last three decades is becoming increasingly ineffective as relying on heavy investment and exports is becoming less and less feasible Fifty percent of China's growth in 2013 stemmed from consumption the government is establishing a Free Trade zone in Shanghai and ending the dominance of state owned enterprises This book provides a roadmap for companies and investors looking to navigate these changes and capture emerging trends with deep insight and practical guidance on what innovation looks like in the new China Survey the development of innovation taking place in China's economy from an insider's perspective Consider the changes that must take place to shore up the broken growth model Examine the consumer trends emerging in the midst of rapid market

evolution Understand how China's rise will impact its neighbors like Japan Vietnam Indonesia and Cambodia China's dramatic shift toward consumption presents a tremendous opportunity for foreign business but traditional tactics are outdated at best financially fatal at worst as local competitors focus on innovation and move up the value chain and as consumers look for new brands and categories to spend money on New strategies are needed to keep pace with the changing regulatory and consumer environments and business as usual won't get very far The End of Copycat China is the business guide to this emerging market with expert guidance from the inside

Experiencing Innovation In Asia: Cases In Business Model Development Essec Business School Singapore, Capgemini Consulting France, 2015-04-22 Does business model innovation look the same in Asia as it does in the Western world If not what can we learn from the differences This book attempts to answer these important questions through a series of original cases concerning a variety of companies from large multinationals to small social enterprises The cases arise from the Asian Strategy Project an initiative conceived by ESSEC Business School and supported by Capgemini Consulting As part of this unique programme students were embedded in a company in an Asian emerging market and given the opportunity to develop their understanding of an innovative business model by working on real strategic issues that the company faced Written by ESSEC professors this book gathers a representative selection of the resulting cases creating a repository of knowledge for business students teachers and professionals who wish to learn more about innovative business models in Asia

Historical Dictionary of the Chinese Economy Lawrence R. Sullivan, 2017-11-08 The Historical Dictionary of the Chinese Economy covers the world's second largest macro economy Extensive attention throughout the volume is given to the historical development of the Chinese economy since the establishment of the People's Republic of China PRC in 1949 Included is a review of developments during the period of central economic planning adopted from the Soviet Union 1953 1978 and in depth information and analysis on the various policies and fundamental changes brought about in China by the inauguration of economic reforms from 1978 1979 through 2016 This book contains a chronology an introduction and an extensive bibliography The dictionary section has over 400 cross referenced entries on critical sectors of the economy including automobiles banking and finance national currency economic regulation trade and investment and important industries such as agriculture computers and electronics iron and steel real estate and shipping This book is an excellent resource for students researchers and anyone wanting to know more about China's economy

Environmental Advertising in China and the USA Xinghua Li, 2016-05-05 Since the late 1980s green consumerism has been hailed in the West as an efficient solution to environmental problems However Chinese consumers have been slow to warm up to eco friendly products Consumers prefer SUVs to hybrid cars health supplements and snake oil medicines to organic foods and eco fashion is still secluded in high end designer studios These choices contradict the findings of many sustainable lifestyle surveys that claim to register a rising desire for green products among the Chinese This book examines the psycho cultural differences that disrupt the translation of eco friendly appeals to

China by analyzing environmental advertising It explores the different notions of green the structures of desire that underlies the advertisements and how they are shaped by ideological cultural and historical differences Rather than arguing the superiority of the American or Chinese version of green consumerism the book interrogates the role of advertising in the global spread of Western ideologies and explores the possibilities for consumers to resist transnational corporate hegemony in the green movement This book fills an important gap in the critical scholarship on green marketing and should be of interest to students and scholars of environment studies green advertising and marketing environmental communication and media studies China studies and environmental sociology ethics and cultural studies

Brand Building and Marketing in Key Emerging Markets Niklas Schaffmeister, 2015-10-09 This book combines scientific research and professional insights on brand and marketing strategy development in major emerging growth markets It presents a detailed outline of the Brazil Russia India and China BRIC markets to understand their cultural and socio economic complexity With emerging markets at the center major paradigm shifts are explained such as one world strategies The author reveals the importance of market driven positioning that uses local differences and consumer preferences as opportunities without contradicting a corporation's global positioning Professionals in international marketing and business strategists will find the hands on guidance to 25 new success strategies particularly useful This book is also a must read for people dealing with branding and marketing in a globalized world

Portfolio Investment Opportunities in China David M. Darst, 2013-07-17 Essential research on the Chinese economy for investors and asset managers In this handy new e book bestselling author David M Darst provides the latest information on investment opportunities in China's growing economy Constraints of language and time zones geographical distance foreign currency transaction costs and political and cultural factors can make it difficult to assess value and invest in China's economy Portfolio Investment Opportunities in China gives investors the information they need to make intelligent choices including coverage of Chinese history politics and culture all with an eye towards helping investors pinpoint those businesses and industries that offer the best potential returns Covers key factors western investors need to know about China with specific focus on China's economy investment landscape and financial potential Written by David M Darst CFA the bestselling author of The Little Book That Saves Your Assets Covers key factors western investors need to know about China with specific focus on China's economy investment landscape and financial potential

Customer Relationship Management Samit Chakravorti, 2023-02-23 Customer Relationship Management A Global Approach provides a uniquely global holistic strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain cultures and countries Reflecting the global structures of companies operating today the author draws on his research knowledge alongside industry and teaching experience to connect Customer Relationship Management CRM core concepts processes and strategies with international business opportunities and challenges including globalization and cross cultural marketing Emphasis is placed on the need for developing cross cultural skills and cultural

intelligence for identifying and fulfilling cross country CRM opportunities through analytical strategic operational and social CRM projects Written in an accessible style throughout the eleven chapters provide ample depth to support a full course related to CRM spanning CRM foundations planning and implementation managing stakeholder relationships improving global CRM implementation Wide ranging case studies include Royal Bank of Scotland the Nike hijab Instagram HubSpot and the pharmaceutical industry in India The text will appeal to advanced undergraduate and graduate students studying CRM Relationship Marketing and International Marketing as well as CRM and marketing practitioners Samit Chakravorti is an Associate Professor of Marketing at Western Illinois University in the United States *All Eyes East* Mary

Bergstrom, 2012-03-15 The allure of the world's fastest growing economy and largest population is undeniable global companies crowd into the mainland in search of salvation to offset markets that have peaked or are in decline China's youth population is composed of 500 million under the age of 30 and is poised to play a vital role in the global economy Until now no one has focused on this powerful group and the strategies that succeed with them Born under the one child policy into a newly opened economy Chinese youth are consumer pioneers almost by birthright Backed by two parents and four grandparents they are positioned to consume new cars luxury products and real estate much earlier than their foreign peers It is youth's accumulation of power that will catapult China to become the number one consumer market across too many categories to list In *All Eyes East* author Mary Bergstrom shares years of experience studying youth and helping companies understand and better target young audiences in China She guides readers through the stories behind the headlines to reveal the unique way that Chinese youth look at themselves and the world Along the way she deciphers key issues such as the phenomenon of assigning new generations every ten years or less the meaning and manifestations of subcultures and the new order that has emerged as a result of the country's dramatic gender imbalance At each step Bergstrom marries insight to action explaining how and why changes have occurred what companies have done to successfully or not leverage trends and what will happen next By interviewing leaders of brands that have operated successfully in China for decades such as Pepsi GM Li Ning McDonald's Converse JWT and Interbrand Bergstrom goes behind the scenes to deliver personal accounts of best practices and lessons learned Interviews with China focused academics and journalists help to round out a thought provoking analysis of the world's most powerful consumers

Decoding **What Chinese Want Culture Communism And The Modern Chinese Consumer**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**What Chinese Want Culture Communism And The Modern Chinese Consumer**," a mesmerizing literary creation penned with a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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