

Modern China A Very Short Introduction

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China's Millions
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Early Migrations. Origin of the Chinese Race
The Break-up of China
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China in the Eyes of Europe
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Chambers's Edinburgh journal, conducted by W. Chambers. [Continued as] Chambers's Journal of popular literature, science and arts
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The Tablet
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Rana Mitter Savio Chan Charles Wolcott Brooks Charles William De la Poer Beresford Baron Beresford Tregaskis James and son Donald Frederick Lach
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china today is never out of the news from international finance to human rights controversies global coverage of its rising international presence and the chinese economic miracle it seems to be a country of contradictions a peasant society with some of the world s most futuristic cities heir to an ancient civilization that is still trying to find a modern identity this very short introduction offers the reader an entry to understanding the world s most populous nation giving an integrated picture of modern chinese society culture economy politics and art in this new edition rana mitter addresses china s current global position accounting for the country s growth in global significance over the past decade about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas

and enthusiasm to make interesting and challenging topics highly readable

chinese consumers are changing the world understand them and sell to them china has transformed itself from a feudal economy in the 19th century to mao and communism in the 20th century to the largest consumer market in the world by the early 21st century china s super consumers explores the extraordinary birth of consumerism in china and explains who these super consumers are china s super consumers offers an in depth explanation of what s inside the minds of chinese consumers and explores what they buy where they buy how they buy and most importantly why they buy the book is filled with real world stories of the foreign and domestic companies leading brands and top executives who have succeeded in selling to this burgeoning marketplace this remarkable book also takes you inside the boardrooms of the people who understand chinese consumers and have had success in the chinese market a hands on resource for succeeding in the chinese marketplace filled with real world stories of companies who have made an impact in china discover what the chinese consumer wants and how to deliver the goods written by savio chan and michael zakkour two leading experts on the chinese market this book is an invaluable resource for anyone who wants a clear understanding of how china s super consumers are changing the world and how to sell to them

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