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THE RISE OF THE **CHINESE**



CONSUMER THEORY AND EVIDENCE

JONATHAN GARNER

CONTRIBUTORS

VINCENT CHAN

MARISA HO

DONG TAO

CSFB SECTOR TEAMS

Rise Of The Chinese Consumer Theory And Evidence

Kevin Morrison



Rise Of The Chinese Consumer Theory And Evidence:

The Rise of the Chinese Consumer Jonathan Garner, 2005-11-01 In this book Jonathan Garner and his colleagues at Credit Suisse First Boston argue that by 2014 the Chinese consumer will likely have displaced the US consumer as the engine of growth in the global economy Government policy is rebalancing demand within the Chinese economy from investment spending to consumption spending Strong trend economic growth over the cycle a rise in the consumption to GDP ratio and steady exchange rate appreciation will likely generate an 18% compound annual growth rate in the US dollar value of Chinese consumption spending over the next ten years and lead to a quadrupling in China's share of global consumption spending In order to identify the companies and brands which are best placed to succeed in China's rapidly developing mass consumer market Garner and his colleagues discuss the results of the first comprehensive survey of consumer attitudes and preferences to have been conducted in China covering 2 700 persons in eight major Chinese cities This survey provides valuable data for the business executive or academic seeking detailed local information on sectors including automobiles beverages electronic goods financial services food producers food retail food services household personal care luxury goods telecommunication equipment tobacco and transport and leisure travel China is likely to be the single most important influence on the fortunes of investors and corporates alike over the next five years and yet little is known of what motivates and drives the Chinese consumer By canvassing the people that matter and reflect the changing face of this massive country Jonathan Garner has provided investors with a unique insight Philip Ehrmann Head of Pacific Emerging Markets Gartmore Investment Management Plc

Neue Chancen in China Hans Joachim Fuchs, Alexander Gangnus, Liyuan Wang, Fuchs Hans Joachim, 2012-05-04 China hat aus den jüngsten Finanz und Schuldenkrisen die vom Westen ausgelöst wurden gelernt Das Land ist dabei seine Wirtschaft radikal neu auszurichten Um weniger von der Nachfrage aus dem Ausland abhängig zu sein soll die Volksrepublik von einer Exportnation zur Konsumgesellschaft werden Um den Binnenkonsum massiv ausweiten zu können wird die Regierung die Kaufkraft der Haushalte deutlich erhöhen China plant seine Importe in den nächsten fünf Jahren auf 2 7 Billionen USD zu verdoppeln Gleichzeitig wird eine Hightech Nation entstehen in der umweltfreundliche und energiesparende Zukunftstechnologien eine herausragende Rolle spielen Es geht zukünftig um Innovation höhere Qualität und Nachhaltigkeit Aus Made in China wird Designed in China In dieser Entwicklung die vom neuen Fünfjahresplan vorgegeben wird liegen völlig neue Chancen aber auch nicht zu unterschätzende Risiken für deutsche Unternehmen Einerseits sind deutsche Produkte auf den chinesischen Konsummärkten sehr begehrt deutsche Markenhersteller machen im Reich der Mitte inzwischen satte Gewinne Andererseits wird sich der Kampf um das geistige Eigentum weiter zuspitzen weil die chinesischen Investitionssektoren planmäßig durch westliches Know how aufgewertet werden sollen Die chinesische Produkt und Markenpiraterie sowie die Industriespionage werden uns in den nächsten Jahren noch mehr herausfordern Die Autoren sind Unternehmensberater bei CHINABRAND CONSULTING einer deutschen Managementberatung für das Geschäft

in China B2B und B2C CHINABRAND ber t Markenunternehmen die selbst bereits ber langj hrige China Erfahrung verf gen bei anspruchsvollen Aufgaben in Bezug auf Markt Wettbewerb und geistiges Eigentum Dar ber hinaus ist das Beratungshaus in den Bereichen Supervision und Gutachten bei Chinaprojekten t tig CHINABRAND verfolgt einen im kollektivistischen China erforderlichen ganzheitlichen und integrierten Ansatz der verschiedene Strategien Methoden und Instrumente miteinander kombiniert Die wichtigsten Beratungsfelder sind Anti Counterfeiting und Schutz des geistigen Eigentums Innovation sowie Wettbewerbs Wachstums und Markenstrategien *The Rise of the Chinese Consumer* Jonathan Garner,2005-11-04 This text on Chinese consumers discusses a number of topics including the Chinese economy growth potential for key product categories China consumer survey drivers and constraints to China s long term economic growth and general lifestyle and income leverage Geschäftserfolg in China Dirk Holtbrügge,Jonas F. Puck,2008-06-21 Internationale Investitionen m ssen sorgf ltig gepr ft werden Dies gilt auch f r China einem Land mit dynamischer Wirtschaftsentwicklung Schleppende Genehmigungsverfahren Patentverletzungen Probleme mit lokalen Zulieferern und interkulturelle Managementkonflikte sind an der Tagesordnung Dieses Buch tr gt dazu bei die betrieblichen Rahmenbedingungen auf dem gr ten Markt der Welt besser zu verstehen Wie wirken sich Wirtschaft Recht und Kultur konkret auf einzelne Managemententscheidungen aus Das Buch basiert auf der langj hrigen Beratung und Untersuchung deutscher Unternehmungen und richtet sich sowohl an Unternehmen die ein Engagement in China pr fen als auch an solche die bereits vor Ort pr sent sind Fallstudien sowie ein umfangreicher Adressteil runden die Darstellung ab Die 2 Auflage wurde grundlegend bearbeitet und erweitert Insbesondere wurden die aktuelle Rechtsentwicklung ber cksichtigt zahlreiche Praxisbeispiele erg nzt und die Diskussion besonders relevanter Aspekte wie z B der Schutz intellektueller Eigentumsrechte vertieft **China's Environmental Crisis** J. Kassiola,2010-11-08 This path breaking collection covers the significance of China s extreme environmental challenges for both Chinese society and the world how these challenges are impacting domestic Chinese society and its political institutions and how these institutions are responding in their efforts to address the environmental problems **Routledge Handbook of Chinese Business and Management** Jane Nolan,Zhao Shuming,Ken Kamoche,2023-09-29 This handbook representing the collaboration of 36 scholars provides a multi faceted exploration of Chinese business and management The volume represents an inside out perspective offering local knowledge and experience in conjunction with an outside in approach presenting measured and sensitive observations from an outsider s perspective The handbook s approach is organised around five key themes Cultural and institutional contexts for business in China Management including digital marketing and entrepreneurship Work and employment covering gender and trade unions in the workplace Human resource management and human resource development in Chinese businesses including multinational corporations in the UK Business and economic overviews revealing the impact of guanxi relations and networks on Chinese business and management Revealing major recent developments in Chinese business and management alongside

an appreciation of the unique historical institutional and cultural context of Chinese business and management this book is a must read for scholars students and educators of Chinese business and theory and business in Asia **Bibliographic Index**,2009 **Economic Growth and Income Distribution in the Development of China's Dual Economy** Wang Dihai,2023-02-28 Since the start of the process of economic reform in 1978 China has maintained the structure of a dual economy with concurrent development of the agricultural and industrial sectors This book explores the key issues of China's economic growth and income distribution in this context Pivoting on analysis of China's real GDP and growth rate the first part of the book analyzes the evolution of economic growth and characteristics of economic structural changes across a period of forty years scrutinizing the different determinants that contribute to growth Then chapters in the second part of the volume study the relationship between China's economic growth and economic development elucidating the mechanism of interaction between the former and key factors of the latter including investment housing education and healthcare The final chapters center on the development and current landscape of income distribution providing explanation for sharpening income inequalities and advancing suggestions and feasible solutions to the problem of income gap This book is targeted at scholars students and policymakers interested in China's economy income distribution and economic growth The British National Bibliography Arthur James Wells,2006 *Infrastructure to 2030* Organisation for Economic Co-operation and Development,2006-07-06 Effective infrastructure provision for energy transport water and telecommunications services is a key aspect of modern societies and will continue to be essential to future economic development and growth in both OECD and non OECD countries worldwide Drawing on a series of expert papers this publication examines the trends and developments that are likely to impact on infrastructure investment and planning to the year 2030 including urbanisation climate change security issues the evolution of public finances globalisation and technological developments The report goes on to assess the longer term challenges facing the following sectors electricity transmission and distribution surface transport water telecommunications and broadband **Living in a Material World** Kevin Morrison,2008-07-28 Since the commodity boom has unfolded commodities have gone from the back page of the newspaper to the front with more and more headlines about record food and oil prices dire climate change warnings energy security and China's demand for more raw materials Living in a Material World makes the link between raw materials and the consumer and shows how they are relevant to everybody everyday now more so than at any time since the last oil shock nearly three decades ago A unique insight into this once in a generation boom the book shows how the increasing value of commodities is impacting on consumers and investors in ways we are only just beginning to understand BOOK JACKET *Policy Reform, Economic Growth and China's Agriculture* Christopher Charles Findlay,Will Martin,Andrew Watson,1993 中国农村改革与农业增长 Frank Joseph Shulman,Anna See Ping Leon Shulman,2001-01-01 A descriptively annotated multidisciplinary cross referenced and extensively indexed guide to 2 395 dissertations that are concerned either in whole or in part with Hong Kong and with Hong

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