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WHAT CHINESE WANT: CULTURE, COMMUNISM, AND CHINA'S MODERN CONSUMER



Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, What Chinese Want: Culture, Communism, and China's Modern Consumer, Tom Doctoroff, 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 to most of us - or, at best, a baffling set of seeming contradictions. Here, Tom Doctoroff, the guiding force of advertising giant J. Walter Thompson's (JWT) China operations, marshals his 20 years...

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- Authored by Tom Doctoroff
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