

The Changing Face of the Asian Consumer: Insights and Strategies for Asian Markets



Overview As Asia continues its economic growth, Asian consumers have become the focal point of business and commerce. How do Asian consumers behave in the marketplace? What makes them tick? And how can one grow the business with Asian consumers? In this book, world-renowned thought leader Bernd Schmitt helps to navigate and maneuver the complex and diverse landscape of Asia. He brings the insights and a deep understanding of the Asian marketplace. Find out what middle-class consumers want and what they buy when their incomes rise. Learn why Asians are collectivists who are becoming increasingly individualistic. Discover that Asian consumers are driven by contradictory desires; they are, at the same time, Value Shopaholics, Functional Hedonists and Traditional Futurists. Using these insights, Schmitt presents simple and useful methods and strategy tools that one can use to build a successful business with Asian consumers, such as: A strategy map to plan market entry A lifestyle tool to analyze consumer motivations and trends An omni-channel metric to assess the right mix of online and offline media Schmitt s detailed analyses of specific Asian industries and markets including consumer electronics, fashion and lifestyle, food and beverage, airline, hotel, skincare and cosmetics, and e-commerce serve as benchmarks and best practices for one s business. Target Audience Leaders, managers and individuals interested in gaining consumer insight of Asian consumers

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Comprehending Consumers Asian consumers, then you must read Bernd Schmitts The Changing Face of Asian Consumer: Insights and Strategies for Asian Markets. **Think regionally, act locally: Four steps to reaching the Asian** **????** Changing Face Of The Asian Consumer: Insights And Strategies For Asian Markets Paperback [Paperback]

?? Changing Face **The Changing Face of the Asian Consumer Insights and Strategies**

As Asia continues its economic growth, Asian consumers and branding in Asia are key insights about the Asian marketplace, which together with his strategies will as a strategy map to plan market entry, a lifestyle tool to analyze consumer

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The speed and scale of change in Asian consumer markets can surprise even In Asias high-growth markets, these companies face intense competition the changes needed to reach Asias new consumers through a strategy thats both regional and local. **Audiobook The Changing Face of the Asian Consumer: Insights and** The Changing Face of the Asian Consumer - Kindle edition by Bernd Schmitt. insights, Schmitt presents simple and useful methods and strategy tools that one can of specific Asian industries and markets including consumer electronics, **The Changing**

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