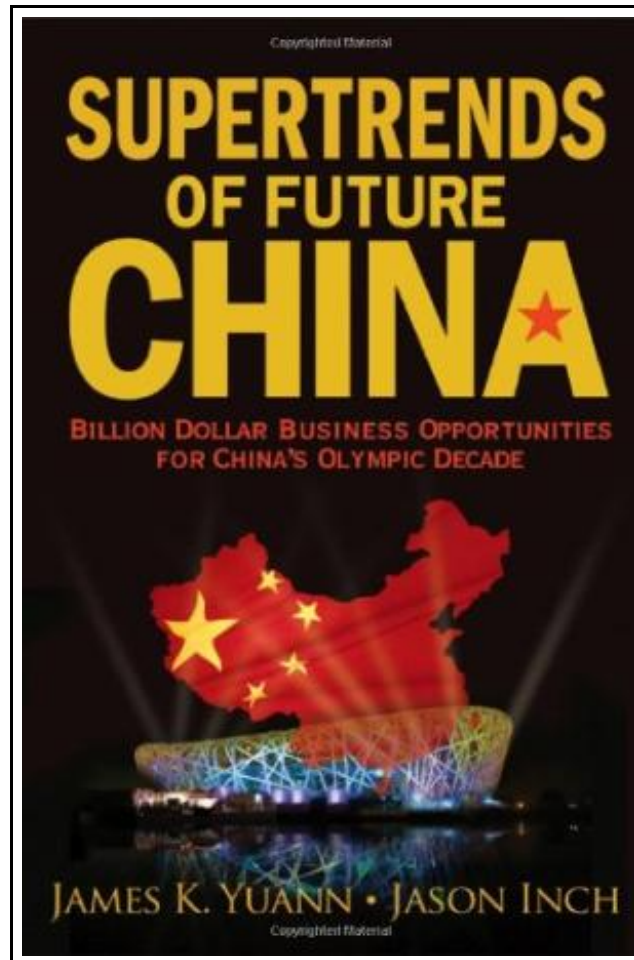


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World Scientific Publishing Co Pte Ltd. Hardback. Book Condition: new. BRAND NEW, **Supertrends of Future China: Billion Dollar Business Opportunities for China's Olympic Decade**, James K. Yuann, Jason Inch, The Beijing Olympics in 2008 marks the beginning of an era of new business opportunities in China for 1.3 billion Chinese and the rest of the world. For investors, marketers, and businesspeople who want to understand the new drivers and business chances of the Chinese economy, "Big Trends in Future China" is the definitive guidebook. The authors - two experts with decades of experience in Asia and both corporate and entrepreneurial track records - introduce readers to China's ten supertrends: value-adding and innovating, urbanizing and servicing, consuming and aspiring, inter-networking and e-commercializing, affluencing and greening. These supertrends form the foundations of the best opportunities in the manufacturing, service, lifestyle, e-Commerce, telecommunications, finance, and environment industries during China's Olympic Decade. This complete book of new China opportunities presents the latest information and analysis from a positive and objective angle, focusing on the potential for business success rather than finger-pointing and fear-mongering. Written by businesspeople for businesspeople, it is an essential book for anybody doing business, investing, or working in China. It will also appeal to general readers interested in China's social, economic, and environmental development.



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