Building Consumer Good Brands in China



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Reviews

Very useful to any or all group of men and women. I am quite late in start reading this one, but better then never. You are going to like just how the blogger publish this book. (Kristian Nader)

BUILDING CONSUMER GOOD BRANDS IN CHINA



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Diplom.De Apr 2004, 2004. Taschenbuch. Book Condition: Neu. 210x148x10 mm. This item is printed on demand -Print on Demand Titel. Neuware - Diploma Thesis from the year 2004 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, University of Applied Sciences Constanze (Wirtschaftsund Sozialwissenschaften), language: English, Inhaltsangabe: Abstract: Against the backdrop of the Western world s saturated and fatigued consumer goods markets, the evolving of China s new consumerism is probably among the most thrilling developments of our days. While the run of foreign companies for China is going on uninterruptedly and many are still struggling with rudimentary difficulties like distribution or production planning, the market is already entering the next stage of competition: the competition of brands. This thesis lays out how foreign (Western) consumer good brands need to be developed in the PR China to ensure long-term market success and a sustainable strong standing with the Chinese consumers. In a first step, this author shortly analyses the situation of existing Chinese and foreign brands in terms of overall market conditions, market trends, domestic or foreign brand dominance, and factors for success or failure. A second step specifies relevant urban Chinese consumer groups according to socio-demographic factors, the consumers general living conditions, lifestyles, and perspectives. A preface on the Chinese system of values delivers the background for further understanding of this paragraph. Subsequently, the core part of this thesis is concerned with brand positioning, branding and brand communication as integral elements of brand building. It introduces modern status-quo concepts from Western brand building practice for each element. With reference to the findings from the preceding brand and consumer analyses, this author discusses in detail how companies can implement and adapt these elements and concepts to the requirements of the Chinese...



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