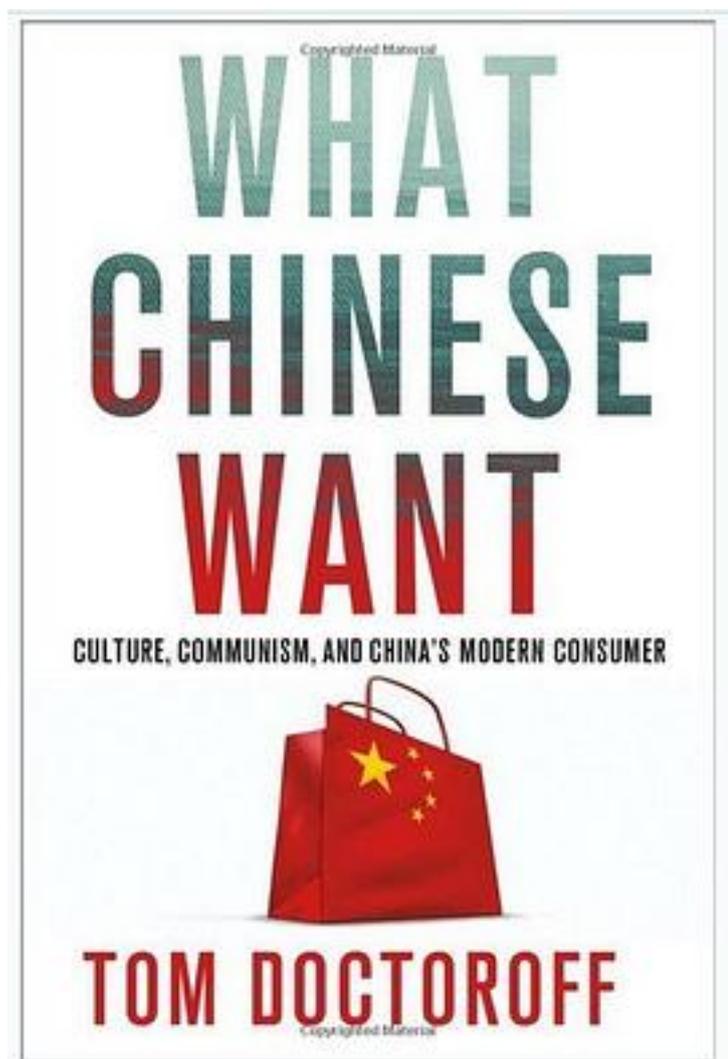


《中国人想要什么：文化、共产主义和中国的现代消费者》



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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—or, at best, a baffling set of seeming contradictions—to Westerners who expect the rising Chinese consumer to resemble themselves. Here, Tom Doctoroff, the guiding force of advertising giant J. Walter Thompson's (JWT) China operations, marshals his 20 years of experience navigating this fascinating intersection of commerce and culture to explain the mysteries of China. He explores the many cultural, political, and economic forces shaping the twenty-first-century Chinese and their implications for businesspeople, marketers, and entrepreneurs—or anyone else who wants to know what makes the Chinese tick. Dismantling common misconceptions, Doctoroff provides the context Westerners need to understand the distinctive worldview that drives Chinese businesses and consumers, including:

why family and social stability take precedence over individual self-expression and the consequences for education, innovation, and growth;

their fundamentally different understanding of morality, and why Chinese tolerate human rights abuses, rampant piracy, and endemic government corruption; and

the long and storied past that still drives decision making at corporate, local, and national levels.

Change is coming fast and furious in China, challenging not only how the Western world sees the Chinese but how they see themselves. From the new generation's embrace of Christmas to the middle-class fixation with luxury brands; from the exploding senior demographic to what the Internet means for the government's hold on power, Doctoroff pulls back the curtain to reveal a complex and nuanced picture of a fascinating people whose lives are becoming ever more entwined with our own.

作者介绍:

Tom Doctoroff is the Northeast Asia Area Director and Greater China CEO for J. Walter Thompson, the author of *Billions*, and a leading authority on marketing in China and Chinese consumer culture, with more than thirteen years of experience in mainland China. He has appeared regularly on CNBC, NBC, Bloomberg, and National Public Radio and is frequently featured in publications ranging from the *Financial Times* and *Business Week* to *The Wall Street Journal* and *The New York Times*. He is also a columnist for the *China Economic Review* and the Chinese magazine *Global Entrepreneur*. Doctoroff is the recipient of the Magnolia Government Award, the highest honor given by the Shanghai municipal government to expatriates, and was selected to be an official torchbearer for the Beijing 2008 Olympics.

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书评

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简言之，消费型社会彻底取代传统工业型社会成为当下中国的主流社会形态，还是发生在近二三十年的事情。从前大量隶属于组织和单位的“单位人”逐渐脱离组织单位，进入市场成为了相对独立的“社会人”。在这个漫长的角色转变过程中，中国产生了改革开放后新一批的“中产阶级” ...

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