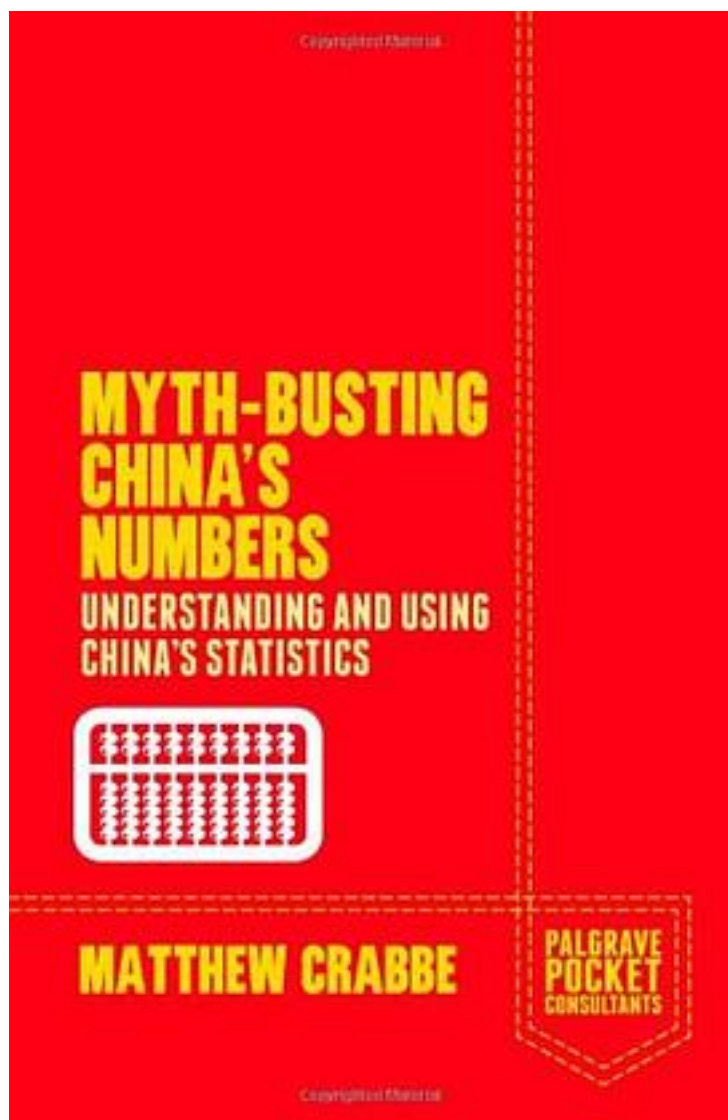


# Myth-Busting China's Numbers



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China is the world's biggest consumer story, but foreign businesses are still getting it wrong due to lack of knowledge and understanding.

Myth-Busting China's Numbers provides a unique and insightful critique of China's economic data, analysing what businesses need to be aware of when interpreting this data and why.

From GDP down to micro-markets, demographics and company financials, this book looks at the flaws, inaccuracies and manipulations of data from major statistical categories, providing guidance on how to spot and rectify these issues, and allowing businesses to better understand their market and reduce risk. Featuring case studies of businesses that have failed and succeeded based upon on their understanding of China's data, this book is invaluable to anyone with business or investment plans in China.

Palgrave Pocket Consultants are concise, authoritative guides that provide actionable solutions to specific, high-level business problems that would otherwise drive you or your company to employ a consultant. Written for aspiring middle-to-senior managers working across business at any scale, they offer solutions to the most cutting-edge issues across modern business. Be your own expert and have the advice you need at your fingertips.

作者介绍:

Matthew Crabbe studied Chinese language, society and history at the University of Leeds and has since turned an academic interest in China into a career. As co-founder of research company Access Asia, Matthew has worked exhaustively on trying to make sense of the myriad contradictions in statistics on the consumer markets in China. He has conducted detailed analysis on China's retail sales for many years, working to highlight how China's official retail figures do not reflect the real size of the country's domestic consumer economy. He is the co-author of two books and has written hundreds of reports on China's consumer markets over two decades.

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## 标签

统计学

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Methodology

统计

经济,政治和历史

## 评论

这本书是Financial Times三周前的书评当中推荐的，当时买的时候期望值挺高，读完之后觉得这本书还可以但是也没有那么sensational。本书作者自己开有一家市场咨询公司，书中总结的就是他20年来分析中国市场数据的经验。中国统计数据不可靠的情况在业界也不是新鲜事了，本书就是通过cross checking进一步揭露问题的所在以及分析了问题产生的原因，并且对中国的经济商业现状做了一个挺好的概括。我觉得这本书最适合的读者是有志于在中国做生意的外国人，而作为土生土长的中国人读一读也是一个挺有意思的总结，毕竟很多问题对于我们而言可能太过习以为常以至于都没有怎么放在心上了吧。

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