

Branding in China



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Using a two-armed approach of market analysis and budget planning, this guide to branding products in China explores the most effective and efficient ways to promote merchandise to Chinese consumers and build company recognition. Marketers and

businesspeople are offered thorough explanations of what branding means in China—and how the country’s method of branding differs from other Asian countries—as well as current information about consumer buying behavior. Rate cards detailing the various media outlets aid media buyers and planners in proper budget allocation, while more than 3,000 entries detail indispensable contact information for the television and radio stations, newspapers, websites, and advertising and public relations agencies located in China’s most populated cities.

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