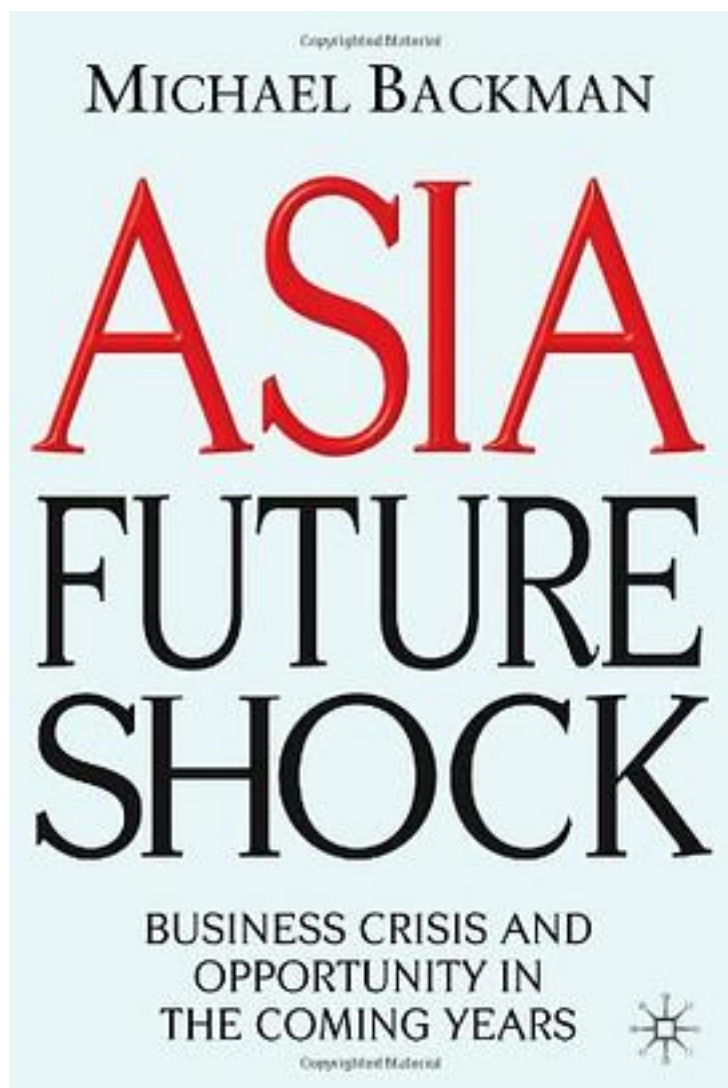


Asia Future Shock



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Book Description

With 350 million smokers, China is the world's biggest market for cigarettes. By 2020, 300 million Chinese will be classified as elderly. By 2010, China will have seven of the world's biggest shopping malls. This book is an invaluable asset for corporate planners and strategists, futureologists, and anyone interested in developing business in Asia. Backman provides an essential map for Asia's future.

Book Dimension

length: (cm)23.4 width:(cm)15.6

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