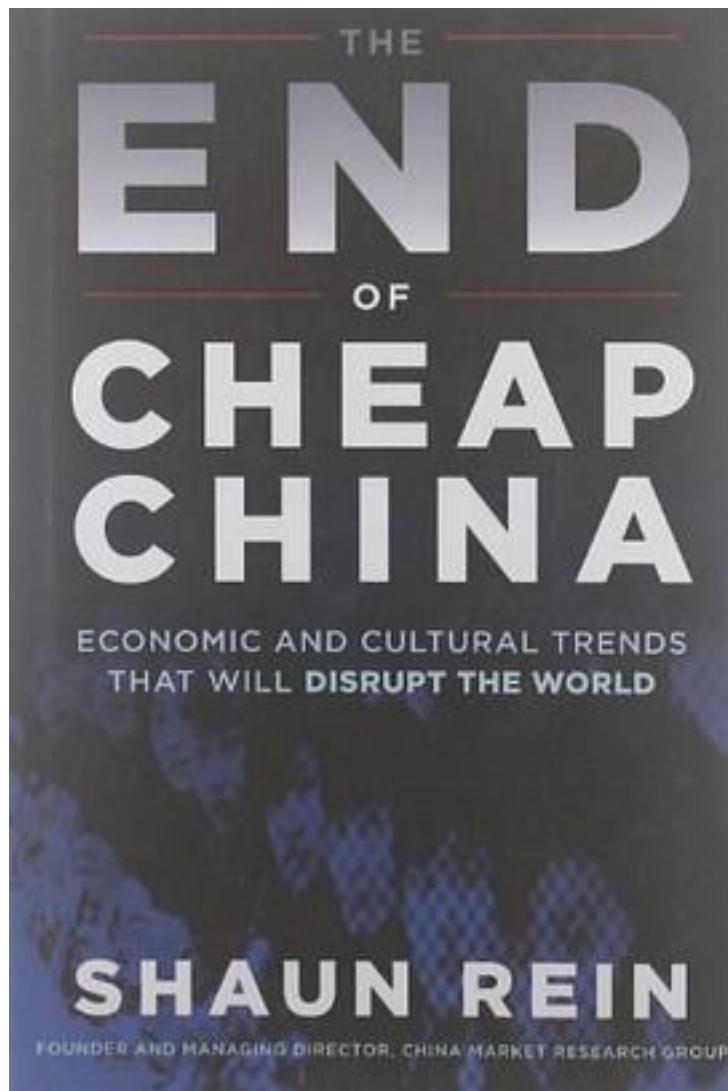


The End of Cheap China



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An exposé on how the rise of China will affect the American way of life *The End of Cheap China* is a fun, riveting, must-read book not only for people doing business in China but for anyone interested in understanding the forces that are changing the world. Many Americans know China for manufacturing cheap products, thanks largely to the country's vast supply of low-cost workers. But China is changing, and the glut of cheap labor that has made everyday low prices possible is drying up as the Chinese people seek not to make iPhones, but to buy them. Shaun Rein, Founder of the China Market Research Group, puts China's continuing transformation from producer to large-scale consumer - a process that is farther along than most economists think - under the microscope, examining eight megatrends that are catalyzing change in China and posing threats to Americans' consumption-driven way of life. Rein takes an engaging and informative approach to examining the extraordinary changes taking place across all levels of Chinese society, talking to everyone from Chinese billionaires and senior government officials to poor migrant workers and even prostitutes. He draws on personal stories and experiences from living in China since the 1990s as well as hard economic data. Each chapter focuses on a different aspect of China's transformation, from fast-improving Chinese companies to confident, optimistic Chinese women to the role of China's government, and at the end breaks down key lessons for readers to take away. *The End of Cheap China* shows: How rising labor and real estate costs are forcing manufacturers of cheap Chinese products to close, relocate, or move up the value stream. How a restructuring economy moving away from exports to domestic consumption, and rising incomes will create opportunities for foreign brands to sell products in China rather than just producing there. How Chinese consumption will build pressure on the global commodities markets, causing both inflation and friction with other nations. How China's economic transformation spells the end of cheap consumption for Americans. China's days as a low cost production center are numbered. *The End of Cheap China* exposes the end of America's consumerist way of life and gives clear advice on how companies can succeed in the new world order.

作者介绍:

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标签

中国经济

china

经济

消费

英文原版

策略

社会

消费心理

评论

海外五毛

没有太多新东西。对中国政府的感情比我深，对未来中国比我乐观。开篇与结尾比较别致，都提到了我们长春。98年的长春是个DINGY CITY，长春小姐STUNNING且Twenty DOLLARS。

觉得有点太表面化了。

The author does provide unique way to help understand a more engaged China with his education and enterprise experience.

美国普通民众大概不会去读这样的书，写给想来中国做商业的外国人，大概可以洗洗他们被外媒所灌输的道理。本书作者对中国的领悟和社会现状，除了他长期在中国生活外，同时他也娶了一个红三代老婆。

语言生动引人，内容涵盖范围很广，包括劳动力涨价，女性消费的崛起，地方政府和中央政府的矛盾，房地产市场，教育，对非洲投资以及新兴富贵阶层的奢侈消费。表面看

上去很像一部外国人在中国二十几年的个人经历。其实际的结构是通过各个层面中中国人的生活变化反应这二十年间生产及消费习惯的改变。所论证的中国廉价消费的终结很大程度上是由于生产成本上涨和消费需求的提高所引起的通胀，而并非创新所带来的技术升级和产业优化。另外，作者在感情上相对同情中央政府。

没深度

朋友写的书，推荐。

一部向美国普通民众介绍Cheap China的书籍，一个在中国有可能十年左右生活经历的有着华人血统的美国年轻人，以他的视角和经历，试图阐述今天存在着的中国的很多奇怪现象的合理性。有不错的可读性，但是深度一般。

The author definitely is a panda hugger. Anyway good for a reading to see contemporary China from the lens of an American whose own life has been part of the nation.

A collection of topics and events hot in the Chinese media. The analysis/views are generally based on the author's personal and business experiences. Somehow the book makes me feel its title and contents are somewhat mismatched. IMHO, 'd be best described as a how-to book for foreigners to have a jumpstart of doing biz and finding biz opp in China.

尽管中国人的收入水平较低，但中国已经成为星巴克仅次于美国的全球第二大市场，该公司在中国的利润率比在美国要高。

雷小山说，在中国大陆，人们喝星巴克咖啡是为了在咖啡杯里小小体验一把梦寐以求的奢华生活。——WSJ

some analysis insightful, some with weird logic - logic that I often see in this country's state press. eg, his argument for brand.

Shaun Rein在中國看到的社會現象及經濟現象。

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书评

The end of cheap

China.这是我这一辈子所阅读的第二本全英文的书籍。我是抱着学英语的目的从学校图书馆借来了这本书——既谈中国、又谈经济，都是我熟悉的内容，应该可以相对少的碰到生词。我阅读过的第一本全英文书籍是伯恩斯坦所著《The precondition of Socialism》，即"社..."

Mostly the author stays in megacities or 1st/2nd tier cities. If he visits 3rd or even lower level cities, villages and so on, his theories and stores could be completely irrelevant. Intentionally or surprisingly he visited and interviews many Chinese femal...

Shaun Rein (中文名：雷小山) , China Market Research

Group的创始人，此书其实就是Shaun在中国行走十几年的见闻录。虽说顶着《廉价中国的终结》这个书名，但其实书中谈终结的部分很少，更多的是中国各种社会现象。开篇即讲廉价劳动力这个问题，若是身处制造业零售业的同...

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