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Billions Selling to the New Chinese Consumer by Tom Doctoroff ISBN 13: 9781403976635 ISBN 10: 1403976635 Paperback; New York: Palgrave Macmillan, January 23, 2007; ISBN-13: 978-1403976635

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Billions: Selling to the New Chinese Consumer Date. March 16, 2006. Speaker. Tom Doctoroff. Overview Speakers Related Info Overview. Doctoroff will be discussing the sociological and anthropological work behind his book Billions. Specifically, how to create brands that appeal to the New Chinese Consumer – all 1.3 billion of them. Marketers of ...

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