

<<86%制胜术 The 86 Percen>>

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内容概要

Most global businesses focus on selling to the wealthiest fourteen percent of the world's population: the developed world. But these markets are oversaturated, overcompetitive, and aging. The 86 Percent Solution shows how to unleash new growth and profitability by serving everyone else. Drawing on dozens of examples from emerging markets worldwide, the authors offer actionable strategies and tactics for product design, pricing, packaging, distribution, advertising, and much more. You'll discover the radically different "rules of engagement" that make emerging markets tick, and how some companies are already driving billions of dollars in sales there. Along the way, you'll learn how to handle lack of infrastructure and media, low literacy levels, and "unconventional" consumer behavior. With the right solutions, these challenges present opportunities. The potential of emerging markets is staggering. You can transform that potential into profit.

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