

<<HOLDING UP HALF THE >>

图书基本信息

书名：<<HOLDING UP HALF THE SKY - WOMEN CONSUMERS OF ASIA女性营销手册>>

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内容概要

在线阅读本书

HOLDING UP HALF OF THE SKY

The New Women Consumers of Asia

Through his detailed analyses of demographic and economic data amassed in this book, Dr. Yuwa Hedrick-Wong has convincingly explained the role of women as an important force shaping the Asian Consumer Market.

- Francis T. Lui

Professor of Economics & Director, Center for Economic Development
Hong Kong University of Science & Technology

Holding Up Half of the Sky: The New Women Consumers of Asia is a gold mine of information and insights demonstrating the increasingly important role of women as a driving force of consumption and market development in Asian countries. Combining demographics, profiles of female consumer groups, and the most up-to-date estimates of \$500 billion of discretionary spending by 2014, this book pushes the frontiers of market research to new levels.

- Dr. R. Paul Shaw

Former Lead Economist, currently Program Advisor
Human Development Group, World Bank Institute

Sensitive and Rigorous, the research combines the best of quantitative and qualitative techniques to provide a lucid, readable overview of the status of Asian women today, and speculates on emerging trends. From an intimate perch on the lofty peak of women's studies, the author scans the data and provides fascinating insights into how to cash in on the expanding potential of the female purse in Asia in the 21st century. A must-read of all marketers.

Dr. Sharon Siddique

partner

Sreekumar Siddique & Co. Pte. Ltd.

This book provides reliable insights, supported with scientific methodology, on one of the "mega-trends" of Asian and global market development. A better understanding of women's consumption power can also shed light on the consumption power of men, and as a result, that of the global market as well.

Professor Fan Gang

Director of National Economic research Institute
China Reform Foundation, Beijing

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