



Understanding China's Digital Generation: A marketer's guide to understanding young Chinese consumers

Heidi Schultz, Martin P. Block Ph.D., Don E. Schultz Ph.D.

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A Marketer's Guide to Understanding China's Digital Generation China's Digital Generation is driving the country's rapidly growing consumer economy. These savvy young consumers are a powerful force, shaping China's markets now and for years to come. Drawing on the massive ProsperChina Quarterly Survey, this book presents a clear, practical view of how this generation acts, shops, and plans for the future. Ample comparisons are made between Chinese and U.S. consumers, providing useful cultural and behavioral benchmarks for marketers of consumer products and services. A must-read for global leaders developing, refining and implementing marketing and communication programs in the world's most challenging and complicated market.

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