



As China Goes, So Goes the World: How Chinese Consumers Are Transforming Everything

By Gerth, Karl

Hill and Wang, 2010. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Nuanced, balanced and accessible--essential reading for anyone trying to make sense of China today." --Kirkus Reviews(starred review) "A groundbreaking--and hair-raising--account of what it means for life on the planet as China reshapes itself as a consumer society." --Isabel Hilton, Editor, chinadialogue "The global economy of the last several decades has been underpinned by two simple principles: the frugal Chinese make everything, and the spendthrift Americans will buy anything. But what happens when Chinese consumers begin to lead the world and to define global tastes? We're not there yet, but Karl Gerth's new book guides us through China's consumer revolution to a future modeled in part on America--a future of cars and conspicuous consumption; of the selling of land, labor, and sex; of growing inequality and interlocking elites of business and politics; of wanton environmental degradation. This engaging and provocative book captures with skill and wit the changes that define Chinese markets today and that may, in time, transform the world. Read it before your next trip to China." --William Kirby, Spangler Family Professor of Business Administration, Harvard Business School "A highly entertaining...



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