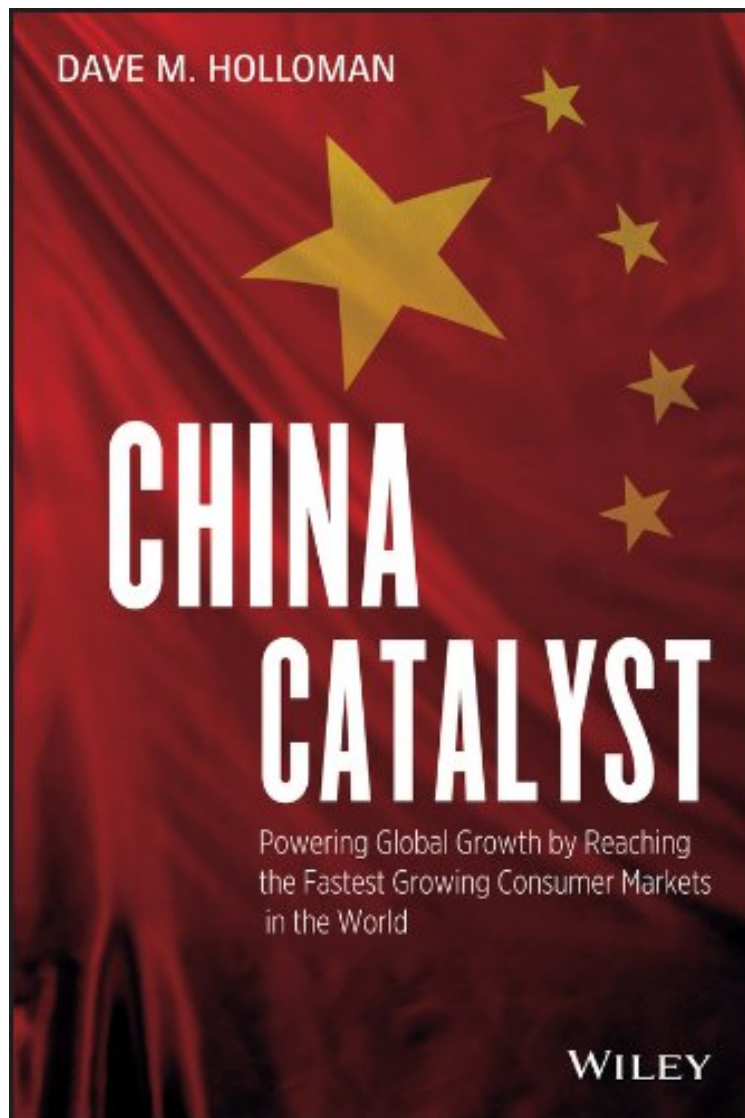


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## China Catalyst: Powering Global Growth by Reaching the Fastest Growing Consumer Market in the World

*David M. Holloman*

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**David M. Holloman : China Catalyst: Powering Global Growth by Reaching the Fastest Growing Consumer Market in the World** before purchasing it in order to gage whether or not it would be worth my time, and all praised China Catalyst: Powering Global Growth by Reaching the Fastest Growing Consumer Market in the World:

2 of 2 people found the following review helpful. Superior Analytical Approach to Reach the China MarketBy Donald SoaresThere has been a lot of material - and books - written about China recently. But nothing that really pulls

together all the facts and presents an analytical and fact based approach in terms of how to not just enter but prosper in the emerging Chinese consumer market. And that is where this book steps in and fills a much needed gap. It really not just educates the reader with a fine overview of the facts - but then presents an approach to cut through the clutter and actually makes things happen. It answers all the basic questions you need to understand like " Positioning yourself to the Chinese consumer", exploiting the entire Chinese economy which is extremely diverse, reaching and exploiting domestic as opposed to just export led demand, and really being a leader in the Chinese market as opposed to a slow follower. Besides that as a business book it is a short, well presented, and extremely good read. As I said before the approach is analytical and Holloman does an exceptionally good job cutting through the clutter. If there is one book you need to read before your trip to China this is it...and you can read it on the plane over !1 of 1 people found the following review helpful. Harnessing Growth in China By Jim Hollis Great read for those interested in retail growth in China. A well researched perspective on the expanding "digital China" and connecting with newer consumers. An in depth overview on the challenging logistics and distribution landscape and strategies to navigate. Highly recommend this book.

Maximize your presence in the China market To drive the next round of global growth, companies will need to transition their operations and focus to one that serves the Chinese consumer. China Catalyst examines in-depth the transition currently underway in China from an export-led economic machine to a consumer-driven market. It outlines the economic imperative proving that greater consumer reach in China is a requirement in today's globally competitive market. China Catalyst also provides analysis that segments the market, helping you understand the hotbeds of emerging consumer demand helping prioritize your company's growth expansion in the market. Provides a current view of the growth and channels of modern retail now growing across the entire market Considers the importance of understanding China's 'Digital World,' the unique online universe that is critical to reaching new consumers Explores the current distribution as well as the supply chain trends and challenges that will help form the basis of a distribution strategy fundamental to market expansion Leaders of Fortune 500 companies are beginning to realize that tapping the full growth opportunity in the China market is a requirement. Those companies that successfully make this transition will be among the winners in the next era of global competition. China Catalyst will enable you to be at the forefront in understanding this transition and capitalize on this historic shift.

From the Inside Flap China is in the midst of a robust transition, rapidly becoming a consumer-led economy. Some estimates indicate that the Chinese consumer will contribute more than a quarter of global consumption within the next fifteen years. Capturing growth in the Chinese market has accelerated into a competitive requirement. Written to help you plan and successfully execute your distribution chain, China Catalyst covers the steps you need to take to supply the Chinese consumer and fuel your next phase of growth. Author Dave Holloman shares this comprehensive view of China's consumer economy, helping you position your company as a leader during this historic shift. Written for CFOs, CIOs, senior supply chain executives, market planners, and business strategists and their teams, China Catalyst presents the insights to help deliver that growth and reach the consumers who will be a driving force in the global growth engine. In China Catalyst, you'll discover how to: Overhaul your company's approach to the market across the full spectrum of your operations Position yourself in the fastest growing regions in China Change your focus from a few regions to the full breadth of the country Evolve from a primarily export-driven supply chain to one that promotes and serves domestic demand Deliver growth and reach consumers who will be a driving force in the global growth engine Operate at the forefront of this market transition Sidebars throughout highlight those leading companies taking action to grow the market. Reaching the Chinese consumer is one of the defining economic and business challenges of this decade. Get a foothold now with the tools and strategies found in China Catalyst. From the Back Cover Praise for China Catalyst "Breaking through the clutter with a fact-based and analytical approach, China Catalyst identifies new sources of consumer growth, strategies companies are using to reach new consumers, and how your company can participate." —Shaun Rein, founder of China Market Research Group and author of The End of Cheap China "Comprehensive, current, and concise, China Catalyst provides a rich understanding of China's evolving consumer market. It separates reality from perception with unique foresight that will help you build a future-focused China strategy." —Bill Eichhorn, Current Executive Vice President and Former International President, Textura Corporation "From identifying today's consumer demand hot spots to outlining the future state of retail in China, China Catalyst provides important insights for any company looking to expand into China's growing consumer economy." —ED Rennemann, Chief Transformation Officer, Crate Barrel Maximize your presence in the Chinese market One billion consumers are awaiting your business in China. Most of these consumers reside in cities that are not yet the household names of Beijing and Shanghai. The top ten fastest growing cities in the world are all in China. They lie inland, away from cities like Beijing, Shanghai, and others that have been the focus of the last generation. Despite this significant opportunity, many companies are not yet fully equipped to reach them. The emergence of China's consumer economy in these new, emerging areas are happening at a faster pace than most realize —it's time to prepare. China Catalyst provides you with a comprehensive overview of China's economic transition to help

you chart a road map to gain a competitive edge in the marketplace. About the Author DAVE M. HOLLOMAN is currently an Associate Partner with IBM's Global Business Services organization. He has more than twenty years of global experience in applying technology and leading practices to help companies develop new sources of competitive advantage. Dave has received certification in production and inventory management from the American Production and Inventory Control Society (APICS). He also received a BS in industrial engineering from the University of Cincinnati and an MBA from the Kellogg School of Management at Northwestern University in Chicago.