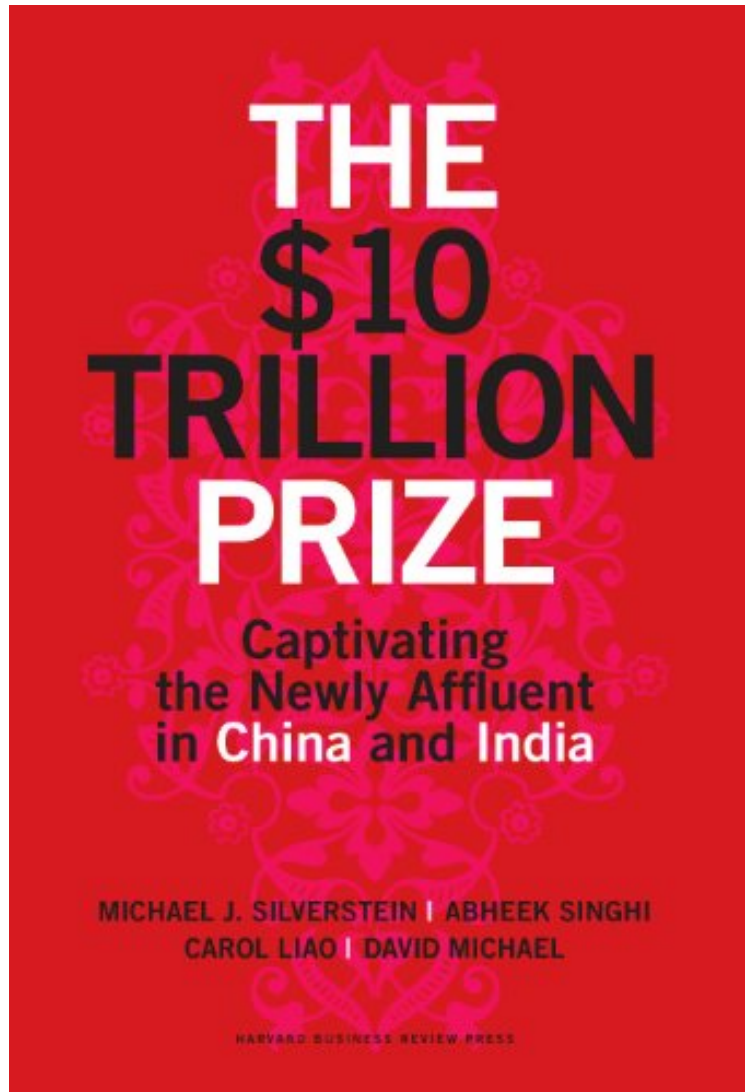


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# The \$10 Trillion Prize: Captivating the Newly Affluent in China and India

*Michael J. Silverstein, Abheek Singhi, Carol Liao, David Michael*  
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**Michael J. Silverstein, Abheek Singhi, Carol Liao, David Michael : The \$10 Trillion Prize: Captivating the Newly Affluent in China and India** before purchasing it in order to gage whether or not it would be worth my time, and all praised The \$10 Trillion Prize: Captivating the Newly Affluent in China and India:

0 of 0 people found the following review helpful. actionableBy disappointedGreat insights for anyone doing business in China and India. Lots of ideas to think on and develop strategies around to create value in these highly competitive markets.1 of 2 people found the following review helpful. The perfect graduation or holiday gift!By Sophie's ChoiceThis is not just an ordinary book about doing business in China and India. It's an inspiring call to action,

particularly for young people. The authors show how by the end of the current decade China and India will offer a \$10 Trillion Prize by way of their ever booming consumer markets. Behind that major market force is a fierce competitive spirit, an "accelerator mindset" that helps students, entrepreneurs and business people in China and India soar and win big. Every student in America, and every student in established and emerging markets across the globe, should read this book. If your time is short, be sure to flip to the back of the book to enjoy the authors' "Letter to the Next Generation." It is very motivating. Read this book, and change your life. China and India, and their exploding consumer markets, are unstoppable. Join in these countries' energy, or lose your future. Whether for Christmas or graduation, give this book to someone you care about. It's a gift that, by 2020, could be worth \$10 trillion, or more. 1 of 4 people found the following review helpful. Thoroughly captivating and informative! By Yours Truly Wow, this is truly an outstanding and captivating guide to the developing Chinese and Indian consumer spending boom! The authors delve deep into the growth of each consumer market and the reasons driving it. They provide thorough and very informative facts and figures supporting all the findings. For example, analyses of household spending, education levels, and even diets are depicted and discussed and provide key insights into what is taking place in each country. In addition, the authors provide interesting insights and ideas that can be quite useful for anyone trying to understand each market, including businesses looking to enter the markets to take advantage of huge potential opportunities. However, this book not only describes each market as a whole, but also puts you straight into the mindset of individual people, illustrated by detailed personal accounts, facts, and figures. As you start to get a deep understanding of how their culture and thinking differs from our own, it's a truly touching and fascinating read! It's definitely essential for any business or individual seeking input on the Chinese or Indian consumer mindset.

Meet your new global consumer You've heard of the burgeoning consumer markets in China and India that are driving the world economy. But do you know enough about these new consumers to convert them into customers? Do you know that: There will be nearly one billion middle-class consumers in China and India within the next ten years? More than 135 million Chinese and Indians will graduate from college in this timeframe, compared to just 30 million in the United States? By 2020, 68 percent of Chinese households and 57 percent of Indian households will be in the middle and upper classes? The number of billionaires in China has grown from 1 to 115 in the past decade alone? In *The \$10 Trillion Prize*, bestselling author Michael J. Silverstein and his The Boston Consulting Group colleagues in China and India provide the first comprehensive profile of the emerging middle class, primed to transform the global marketplace. Already the world's biggest buyers of cars, mobile phones, appliances, and more, these consumers are eager for more products and services. In fact, it's estimated that by 2020, consumers in China and India will generate about \$10 trillion of total annual revenue for companies selling to them. This book explains who these consumers are what they buy and why, how they think and shop, and how their needs and tastes are changing. It takes you into their lives so you can better understand what they want and what they're looking for. Only by fully comprehending the forces driving this new generation of consumers will your company be able to capitalize on the opportunities their buying power represents. Insightful and backed by rigorous research, this book takes you inside the hearts and minds of today's emerging Chinese and Indian consumers both urban and rural, and across all income levels positioning your company to win as the next wave of global affluence reaches the marketplace.

As seen in *The Wall Street Journal*, *Fortune* magazine, *Forbes.com*, *Bloomberg TV*, *Businessweek*, *The Economist*, and *BBC Radio* enjoyable, informative, and timely book. Indian Journal of Economics Business A must-read for those wanting to tap the markets of India and China, *The \$10 Trillion Prize: Captivating the Newly Affluent in China and India* is a portrait of the world's biggest buyers of cars, mobile phones, appliances and other products and services. This is a good book packed with data, examples, and insight. Whether you know next to nothing, just a little or are quite familiar with the business environments in China and/or India, you will certainly get new information as I did, to widen my horizons. Get this book. BIZ INDIA ([bizindia.net](http://bizindia.net)) Pick up the book to know how to create a triple crown: a win in China, a win in India, and a win at home; and to understand the differences and similarities between China and India. Business India The \$10 Trillion Dollar Prize examines the pot of gold at the end of the rainbow for Western manufacturers and explains who these customers really are and how their tastes are changing. But most importantly it offers insights into how to reach them. Engineering and Technology Magazine, The Institution of Engineering and Technology well worth having on your bookshelf. Business Traveller magazine Through vivid profiles and memorable characters such as the Harvard girl and Mrs. Wx Liu, the authors take readers inside the hearts and minds of Chinese and Indian consumers and offer key new insight into how to win them over. India Business Journal an excellent starting point for understanding how China and India are powering the global economy. Small Business Trends ([smallbiztrends.com](http://smallbiztrends.com)) The \$10 Trillion Dollar Prize is an insightful, brilliant journey into the viscera of the modern consumer in both countries, unravelling in the process the rich tapestry that embellishes both these countries. In sum, the book is a *paisa vasool*, or value for money, a term it repeatedly refers to, and one which could redefine the way corporations around the world think about consumers in India and in China. Business Standard ([business-standard.com](http://business-standard.com)) the authors, all of whom work for

the Boston Consulting Group, make a convincing case for the importance of this eastward shift in global spending.” The Financial Times “The \$10 Trillion Prize, through survey data, concrete examples, and on-the-ground reporting, shows business leaders what they’re up against in these two massive markets.” EuroBizAdvance praise for The \$10 Trillion Prize: Jerry Stritzke, President and COO, Coach “Great insights into the aspirations and driving forces behind the all-important consumers of China and India. A thought-provoking and entertaining glimpse into how these consumers will redefine the future.” Irene Rosenfeld, Chairman and CEO, Kraft Foods “A must-read for consumer companies seeking to capitalize on the explosive growth in India and China, but also a how-to manual for jump-starting growth in more mature, developed markets.” Jochen Zaumseil, Executive Vice President, Asia Pacific, “The authors of The \$10 Trillion Prize draw very concrete directions to answer the needs, aspirations, ambitions, and demands of this new generation of consumers.” Deepak Parekh, Chairman, HDFC “Decisively, this is the most realistic and powerful portrayal of Chinese and Indian consumers. No company can shape its future without them. A brilliant guide to unlocking spectacular growth.” Jim Orsini, Chairman, Goldman Sachs Asset Management “This landmark book documents the rapid growth in consumer spending in China and India over the next ten years. It is an analytic tour de force and a rags-to-riches tale.”