

“Consumers are more active than ever in leveraging digital media for their shopping, purchasing, and even consumption of products and services. Understanding these consumers is critical for the successful entry and profitable growth of international marketers in China. Professors Schultz and Block provided a clear view of the consumer market landscape which can make international marketers’ journeys faster, smoother, and more productive. Very important work here!”

— Jie Cheng, Vice President of Analytics and Consumer Insights  
Acxiom, Incorporated

“Economic growth is created and driven by four points—business investment, government expenditures on infrastructure, trade, and consumption. *Understanding China’s Digital Generation* demonstrates how consumers will take China consumption from 36% of GDP to the low to mid-40% range in the next 10 years. International marketers want to be a part of this growth.”

— David E. Kolan, CPA & Shareholder  
Schneider Downs & Company, Inc.

“Having been a long-time student and practitioner of US and international marketing, e.g. I completed one of the first US deals with China in 1979 following the Nixon Initiative, I have deep respect and admiration for the authors keenly insightful and quite pragmatic assessment of and resultant identified consumer growth opportunities and associated challenges for doing business in China today and in the future. Clearly, the Chinese economy over the past 30 years has been migrating from Turnaround to Transition and aspiring for Transformation. The rapidly-emerging digital generation of 18-34 consumers will be leading the way for the potential Transformation. Those international marketers who strive to optimize their respective opportunities to capitalize upon the emerging consumer migration would be well advised to view this book as a potential strategic and tactical road map for doing so, albeit requiring some strong degree of commitment and patience”

— Robert “Kam” Kamerschen  
Successful Business Leader, Private Investor  
Senior Adviser and Board Member

“As a former CEO and board member of international companies, who opened and operated in markets around the globe, I can only wish I had these types of consumer insights and resources 20 years ago. This is a must-read for international marketers who want to succeed in today’s growing Chinese consumption economy.”

— John Mariotti, Retired CEO, Author, Speaker, and Consultant  
Columbus, Ohio

“The authors provide the valuable keys that unlock the insights to the Chinese consumer. This is an essential building block in a market laden with complexity and scale. Masterful.”

— J. Alfonso A. de Dios, Founder & Managing Partner  
Telos Media Works, Ltd., Beijing

“Born and raised in Chicago, Illinois (USA), but having lived and raised a family in China for nearly 20 years, I’ve seen and been a part of driving China’s shifting and growing consumer dynamics. *Understanding China’s Digital Generation* provides a clear picture of the opportunities that lie ahead for Consumption growth.”

— Gregg Loveall, Founder & Managing Director  
Consumer Dynamics, Ltd. (Hong Kong & Shanghai)