

Target The Us Asian Market A Practical Guide To Doing Business

Huangqi Zhang

Target The Us Asian Market A Practical Guide To Doing Business:

Target, the U.S. Asian Market Angi Ma Wong, 1993 Written by a diplomat s daughter turned intercultural consultant TARGET is the first book to help businesses save time money by avoiding potentially offensive or embarassing blunders in design marketing selling Entrepreneur Wong provides guidance as well as explanations as to why for example a gift of a clock is perceived by some Asians as an unlucky omen or how architectural geographic features affect the decision to rent buy or build residential or commercial property What is the proper way to bow or exchange a business card Why shouldn t children be touched on their heads or waved to American style The answers to this numerous other intriguing questions are answered in the author's lively easy to read style Fourteen chapters detail topics such as identifying market segments where how to get information communicating with limited English speaking clients customers the language of marketing negotiation techniques pricing strategies the impact of philosophy colors numbers names on decision making creating a culturally correct marketing plan developing relationships body language basic business etiquette much more Numbering over 7 3 million Asian Americans have over 225 billion in purchasing power have been identified by American Demographics magazine as the fastest growing most well educated affluent group in the country Pacific Heritage Books Box 3967 MB108 Palos Verdes CA 90274 9547 Marketing Information Michael R. Oppenheim, Wendy Diamond Mulcahy, 2013-10-31 Help your patrons create effective marketing research plans with this sourcebook Marketing Information A Strategic Guide for Business and Finance Libraries identifies and describes secondary published sources of information for typical marketing questions and research projects Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information highlighting the most important features This extensive guide serves as a strategic bibliography covering over 200 printed books and serials subscription databases and free Web sites Marketing Information contains several useful features including basic bibliographic descriptions with publisher location frequency format price and URL contact information for each source listed special text boxes with practical tips techniques and short cuts an alphabetical listing of all source titles an index to subjects and sources Unlike some research guides that recommend only esoteric and expensive resources this book offers a well balanced mix of the readily available and the costly and or not widely available so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web This book will help you provide top notch service to clients such as marketing instructors in developing assignments and other curricula which incorporate a business information literacy component students whose assignments require library or other research to identify and use key marketing information tools entrepreneurs and self employed business people writing marketing plans business plans loan applications and feasibility plans marketers who wish to consult and or incorporate standard secondary sources in their marketing plans or research projects experienced market researchers who need relevant secondary sources as a preliminary step to surveys

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