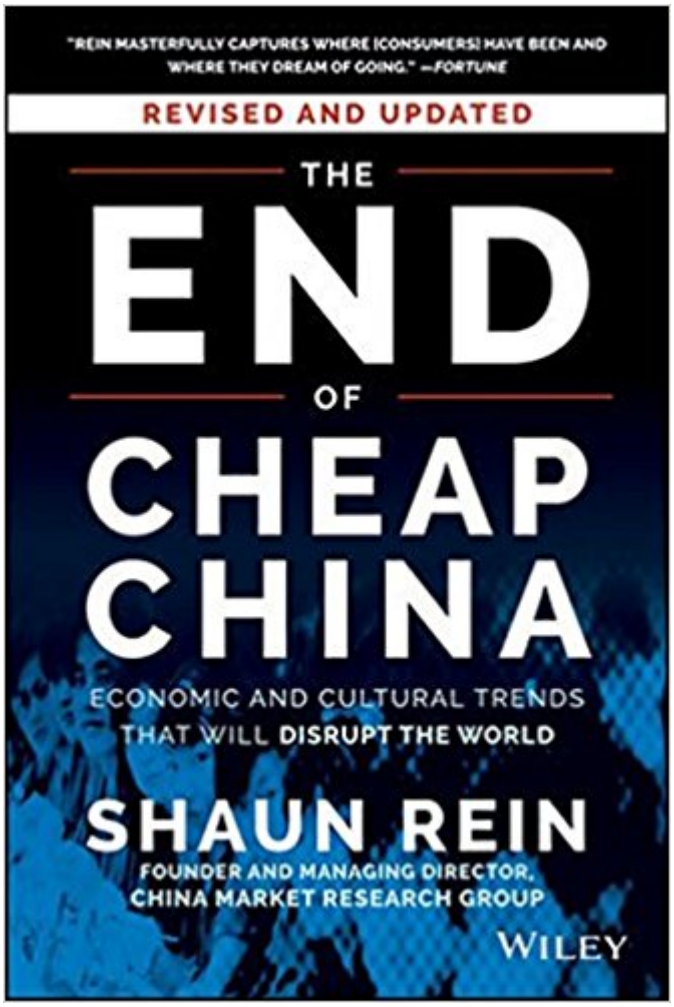
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The End Of Cheap China, Revised And Updated: Economic And Cultural Trends That Will Disrupt The World



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Synopsis

Ã¢â ¬Å“REIN MASTERFULLY CAPTURES WHERE [CONSUMERS] HAVE BEEN AND WHERE THEY DREAM OF GOING.Ã¢â ¬Â• Ã¢â ¬â •FORTUNE PRAISE FOR THE END OF CHEAP CHINA Ã¢â ¬Å“Brilliantly written.Ã¢â ¬Â• Ã¢â ¬â •Financial Times Ã¢â ¬Å“Rein combines elegant writing and methodical research. Years of working in China have given him access to important players. Incisive interviews with billionaires, business executives, government officials, and migrant workers guide the pulse of the narrative . . . essential reading.Ã¢â ¬Â• Ã¢â ¬â •USA Today Ã¢â ¬Å“Engaging. Full of vivid anecdotes from Chinese billionaires to senior party officials and even prostitutes. For any foreigners thinking about doing business in the Middle Kingdom, The End of Cheap China is a good place to start.Ã¢â ¬Â• Ã¢â ¬â •Reuters Ã¢â ¬Å“Must-read.Ã¢â ¬Â• Ã¢â ¬â •Consulting Magazine Ã¢â ¬Å“A lively read.Ã¢â ¬Â• Ã¢â ¬â •Straits Times Ã¢â ¬Å“An inside look.Ã¢â ¬Â• Ã¢â ¬â •Industry Week Ã¢â ¬Å“Compelling, engaging, informative.Ã¢â ¬Â• Ã¢â ¬â •The Cayman Islands Journal Ã¢â ¬Å“Lively, well-written book.Ã¢â ¬Â• Ã¢â ¬â •South China Morning Post Ã¢â ¬Å“Engaging, highly readable style with real-life examples from vast catalog of China research. For good measure, Rein wedded into ChinaÃ¢â ¬â„¢s elite, marrying the granddaughter of 1980s Politburo chairman Marshal Ye JianyingÃ¢â ¬Â• Ã¢â ¬â •Asia Times

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"REIN MASTERFULLY CAPTURES WHERE [CONSUMERS] HAVE BEEN AND WHERE THEY DREAM OF GOING." --"FORTUNE"PRAISE FOR THE END OF CHEAP CHINA"Brilliantly written." --"Financial Times""Rein combines elegant writing and methodical research. Years of working in

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SHAUN REIN is the founder and Managing Director of the China Market Research Group, a leading strategic market intelligence firm that advises Fortune 500 companies, private equity firms, and hedge funds about profiting in China. Millions read his weekly CNBC column on business in China. He regularly appears on Bloomberg TV, MSNBC, BBC, CNN, and NPR, and is often featured in The Wall Street Journal, the Financial Times, and the New York Times.

While China is not a monolith, the popular narrative of international media on China has been simplistic and rather cynical. The book from the outset follows a very balanced approach on various important aspects of present day China. It is an important book capturing the transition of China from being world's factory to world's market and it's economic and cultural implications.Shaun's perspective and analysis on various sensitive issues like : Chinese political system, corruption, environment pollution ,food safety scandal, meaningless investments with no growth (ghost towns), lack of innovation model, poor education system etc. have been really insightful. Each chapter of the book ends with a Case Study and Key action items , which as a consultant makes my day. The book offers many counter-intuitive insights on Chinese market derived from a thorough market research.Shaun has bravely contradicted view-points on China of few celebrated commentators and forebode global executives on rise of Chinese brands in the global market. I fully subscribe to this oft scoffed stand and in my opinion, the emerging giants like Mindray, Goldwind etc. could very well bring in disruption in the global market.I would recommend this book to anyone who is interested in China market and wants to understand the global implications of economic and cultural transformations in China.

The book is an easy read that offers many aha moments, with the best aspect being that Mr. Rein provides a picture of the entire elephant that is China rather than just providing bits and pieces for the reader to assemble.The book takes an optimistic view of China’s prospects, and explains the underlying reasons for doing so. There are numerous nuggets to be found and the book is a definite must read for those seeking a more balanced view than that typically proffered by China naysayers.It is chock full of insights.

I like this book, and some of which I can readily identify with, having been in China in numerous trips. A few caveats though are in order. Shaun makes the case that "young Chinese women " are pampered , more than their ’western’ sisters. I beg to differ. The examples Shaun took are of the major cities, and most of China’s population is in the farming countryside. i.e. life in the country side is tough as nails although rapidly improving. I can well believe Shaun’s other stories, but since I have been to Chongqing, and less financially endowed regions of China, than Shanghai and Beijing, I have viewed women issues very differently from Shaun. The rest of the book has exceptionally well done stories as to Shaun’s experiences. While the stories are told with wit and verve, the criticism I have, is that Shaun has picked first rate examples, but not sufficiently developed their import. I do though on balance have to strongly recommend this volume, as a well done rebuttal against some of the trenchant horror stories in American media. It is a period piece, and for that reason I recommend it as a first person introduction to a rapidly modernizing country the USA will have much to do with in the 21st century. Shaun could have made a book out of each chapter. There is no doubt he could do just that as a follow up.One other thing, which I should mention. Shaun lives VERY well in PRC. I.e. my vantage point in China when I go into the country is one of a very ordinary person. Shaun does have a view point as to the movers and shakers of PRC, which I do not have.Hence our respective biases. I.e. most of the people whom I know are scientists in PRC, and although they at times are well provided for, there is a major world of difference between their perspectives , i.e. of often grinding hard work of research with verification of results a top priority (as it is in ANY country) as balanced against the expectations of the exceedingly wealthy.Shaun does touch upon another issue, that of the food quality issues in PRC. I for one have taken in medicine from America to PRC scientists in order to insure top grade medical treatment of members of their family. Shaun should in a future book explore the state of food and medical security, in PRC, and offer constructive suggestions as to its resolution.Final comment. I have never met a Chinese man/ woman of the great wealth status Shaun has remarked upon, in his CEO introductions. Most people of that sort would ignore me completely as not worth their time in PRC,

and Shaun should in a future book give an introduction as to their respective influence in PRC, and their relative impact upon the Chinese economy.In writing all of this, I acknowledge the completely different spheres of life, Shaun and I have occupied in our stays in Chinese territory. Mine is of middle income scientists, and the universities, while Shaun is of the CEO elite. I suspect that the truth and the genesis of China's future prospects lies somewhere in between his views and mine, which although favorable, are not of the money making opportunities in PRC.

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