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at time and also repeats itself at times.

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“Billions will be a big help to executives trying to understand their millions of new customers in China. Readers will discover Chinese culture on the road to learning about marketing in China. Tom

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Doctoroff makes the mysteries of the China market accessible.” —Robyn Meredith, Senior Editor, Asia, Forbes Magazine, Hong Kong “Vintage Tom.

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Shares of Tesla Inc. TSLA, -4.67% took a hit in premarket trading, but were still up 1.9%, after the electric vehicle maker

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disclosed a deal to sell up to \$5 billion worth of its stock in an "at ...

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The official site of the SHOWTIME Original Series Billions. Find out about new episodes, watch previews, go behind the scenes and more.

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Billions: Seasons, Episodes, Cast, Characters - Official ...

In addition to Billions' excellent main cast returning, the Showtime drama is set to add several new players into the mix for season 5. Billions season 5's casting starts off strong with the additions of TV veterans Julianna

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Margulies (The Good Wife) and Corey Stoll (House of Cards). Both actors will play key recurring roles, with Stoll playing a business mogul with small town roots named ...

Billions Season 5: Release Date, Cast & Story Details

Billions: Selling to the New Chinese

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Consumer Date. March 16, 2006.

Speaker. Tom Doctoroff. Overview

Speakers Related Info Overview.

Doctoroff will be discussing the sociological and anthropological work behind his book Billions. Specifically, how to create brands that appeal to the New Chinese Consumer - all 1.3 billion of them. Marketers of ...

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DETROIT (AP) — A day after its 5-for-1 stock split took effect, Tesla is announcing plans to sell up to \$5 billion worth of common shares. The electric

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Tesla to sell up to \$5 billion in new stock shares

Tesla on Tuesday revealed plans to take advantage of its meteoric stock rise by raising up to \$5 billion through a program to sell more shares of the

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popular electric vehicle company. Wall Street ...

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Billions (Paperback) Selling to the New Chinese Consumer. By Tom Doctoroff, Martin Sorrell (Foreword by) St. Martin's Griffin, 9781403976635, 240pp.

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Publication Date: January 23, 2007.

Other Editions of This Title: Hardcover
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Amid Tesla's record rise that has seen shares soar to new highs, the company said it will sell up to \$5 billion in stock.

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Tesla to sell up to \$5 billion in stock amid its ...

Billions : selling to the new Chinese consumer. [Tom Doctoroff] -- 'Billions' cracks the supposedly indecipherable code of marketing to the new Chinese

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consumer. The author explains the importance of culture in shaping buying decisions and describes the core drivers

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