



# China's New Consumers: Social Development and Domestic Demand

*Elisabeth Croll*

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## **China's New Consumers: Social Development and Domestic Demand** Elisabeth Croll

Exploring China's consumer revolution over the past three decades, this book shows a continuing cycle leading to excess supply and disappointing demand, at the centre of which lies exaggerated expectations of China's new consumers.

Combining economic trends with the author's anthropological background, *China's New Consumers* details the livelihoods and lifestyles of China's new and evolving social categories who, divided by wealth, location and generation, have both benefited from and been disadvantaged by the past two decades of reform and rapid economic growth. Given that consumption is about so much more than shopping and spending, this book focuses on the perceptions, priorities and concerns of China's new consumers which are an essential part of any contemporary narrative about China's domestic market. Documenting the social consequences of several decades of rapid economic growth and the new interest in 'all-round' social development, *China's New Consumers* will be of value to students, entrepreneurs and a wide variety of readers who are interested in social trends and concerns in China today.

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