

Contents

Preface	xi
Outline of the Book	xxiii
1. The China 2.0 Express Has Arrived	1
China's Digital Revolution	5
The Collective Power of the Chinese Public	11
Conflict of Civilizations	16
Neither Black Nor White, But Gray: China's Unique Business System	27
“A Harmonious Society”: Political Slogan or Imperative for Sustainability?	31
“Mountain Village Version”: Can China Be Truly Innovative?	38
Can China Save Capitalism?	46
Notes	52
2. Chinese Walls Are Falling Down	55
Information Cascades: Mechanism for Mobilizing Public Opinion	57
China is Getting Flat	60
From Personal Letters to SMS in Everybody's Hands	69
The Rise of Grassroots Reporters	73
The Emergence of Handheld Media	77
The Digital Revolution of Media	79
Upset the Chinese Public at Your Peril	84
Key Messages in This Chapter	87
Notes	87

3. One Billion Consumers Are Waking Up	89
The Emerging “Black Collar” Class	91
The Rising White Collar Class	94
The Untapped Blue Collar Class	96
Interactive Marketing to Identify and Reach Potential Consumers	98
At Long Last, the Consumer is King in China	103
Leveraging the Crowd Wisdom of Consumers	105
Lock in Consumers’ Attention by Enhancing Their Experience	107
The Double-Edged Sword of Interactive Marketing	109
The Invisible Hand Behind Interactive Marketing	111
Brand Building Through Delivering Cultural Values to and Emotional Connections with Consumers	113
Window Shopping Online, Purchasing in Person	120
Case Study: Contaminated Baby Formula and China’s Hidden Unharmonious Society	122
Key Messages in This Chapter	130
Notes	131
4. The Mix of China’s Capitalism	135
It Takes Two to Tango, But Can Three Dance Together?	136
Private Capitalism: Surviving in the Niche	140
State Capitalism: Representing the Country	143
International Capitalism: Bridging China with the World	154
China’s “Sarbanes-Oxley Act”	171
Key Messages in This Chapter	172
Notes	173
5. Building a Harmonious Society	175
China’s Political Regime	178
Military Actions Follow the Party’s Order, But Political Power Comes from the Barrel of a Gun	185
Unharmonious Elements Challenge Sustainable Development	186

The Revolution in the Party's Ideology: The More Things Stay the Same, the More They Change	210
The Road to a Harmonious Society	214
Land Reform: Sweeping the Minefield	221
Rebuilding the Party's Accountability	224
Key Messages in This Chapter	226
Notes	227
6. The Dawn of China's Century?	229
China Is Roaring onto the World Stage	233
Lenovo Group, the Flagship of China's Globalization	237
China Needs the World	240
The World Needs China	241
Reality Check: Is Chinese Manufacturing a Worldwide Powerhouse?	243
Chinese Nationalism: Victim Mentality or National Pride?	247
Can China Convince the World That Its Global Ambitions Are Benign?	252
Can China Save Capitalism?	257
Key Messages in This Chapter	260
Notes	261
7. The Financial Crisis, China's Reaction, and New Opportunities	263
China's Reactions to the Global Financial Crisis	264
Crises Also Create Opportunities	269
New Opportunities	272
Key Messages in This Chapter	281
Notes	281
Afterword	283
Not All Revolutions Are Bloody	283
Web 2.0's Impact in China	286
What Next?	291
Notes	293
Index	295

<http://www.pbookshop.com>