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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. Publication Date: January 23, 2007 Other Editions of This Title:

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SoftBank will sell more than one million shares in SoftBank Corp. worth 1.47 trillion yen (nearly \$14 billion). The offering would reduce SoftBank Group's stake in the carrier company from 62% to 40%.

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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. The additional shares will be sold "from time to time" and "at-the-market ...

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The new supply of shares have a dilutive impact on the price, although with the recent rally that only amounts to about 1% of its current valuation of about \$442.7 billion.

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

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There's a wave of selling estimated to be in the billions that's about to hit the stock market Published Tue, Jun 23 2020 1:18 PM EDT Updated Tue, Jun 23 2020 4:47 PM EDT Patti Domm @in/patti-domm ...

**United's unusual plan to sell \$1 billion of stock - CNN**

Bankrupt Hertz Wants to Sell Up to \$1 Billion in New Shares The car-rental company, whose shares surged earlier this week despite its May bankruptcy filing, wants to capitalize on the rally

**Billions : selling to the new Chinese consumer (Book, 2006 ...**

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**Billions: Selling to the New Chinese Consumer by Tom ...**

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 some of the world's leading brands come to China with mistaken ideas of how to apply Western thinking to the marketplace. Doctoroff [...]

**Billions: Selling to the New Chinese Consumer by Tom Doctoroff**

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