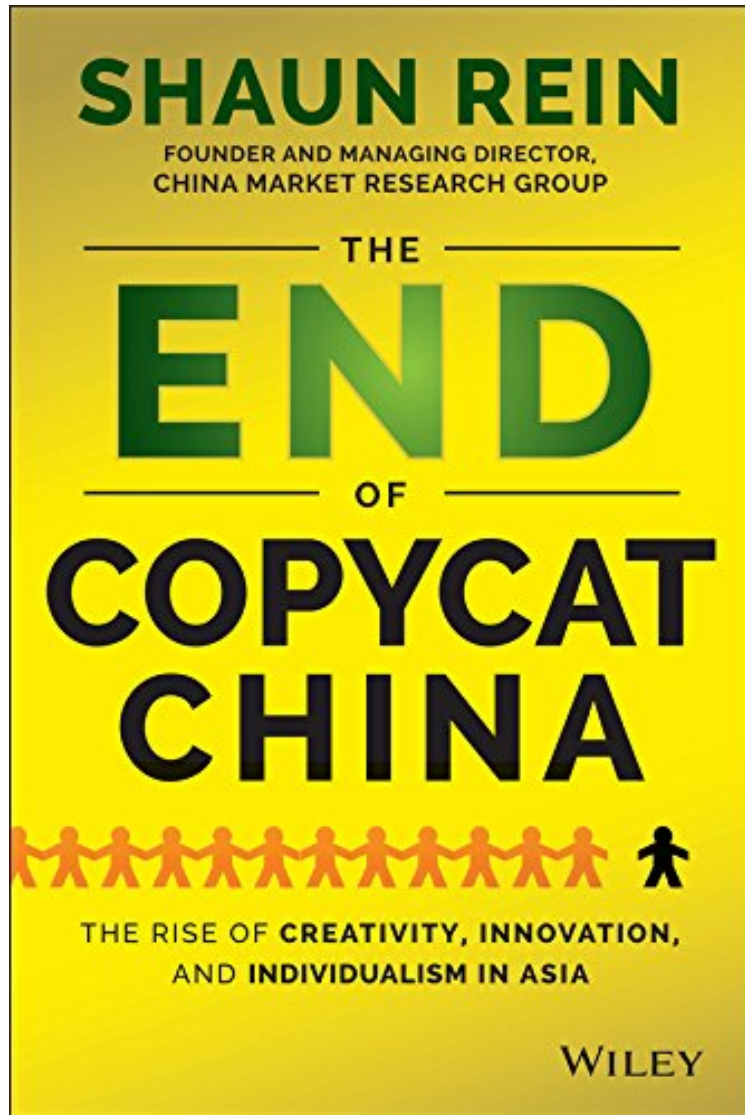


The End of Copycat China: The Rise of Creativity, Innovation, and Individualism in Asia

Shaun Rein

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Shaun Rein : The End of Copycat China: The Rise of Creativity, Innovation, and Individualism in Asia before purchasing it in order to gauge whether or not it would be worth my time, and all praised The End of Copycat China: The Rise of Creativity, Innovation, and Individualism in Asia:

2 of 2 people found the following review helpful. Swiss army knife for truly understanding the China's economy, consumer psychology, and trajectory. By dwshorowitz I read Shaun's earlier book, End of Cheap China, and referred to it as a "swiss army knife for doing business within/in China". The End of Copycat China is an exceptional follow-on

which wonderfully explains the transformation taking place in China as it relates to business, innovation, and consumer psychology. Shaun paints a picture of a China that is quickly moving away from copying, heading towards innovating for the global market. The insider perspective he shares, along with key interviews and thoughtful research makes this book a must read. It's amazing to see how markedly China has developed since my first visit in 2010 -- this book is on point and absolutely invaluable to people who truly want to understand China and Chinese mentality. The final chapter even outlines emerging economies that are positioned to inherit lower skilled / cost manufacturing previously dominated by China.

0 of 0 people found the following review helpful. Excellent Future Outlook on the Business Climate in China

By Marcus Ulvne

The End of Copycat China is an excellent case study that shows a lot of the naysayers that China has several areas where innovation is rising extremely quick and a lot of areas where western executives need to watch out. The interviews all provide great, original insights from thought leaders. Them aside, I particularly like the initial part of where Mr. Rein stresses that China needs innovate in a climate where the economy is staggering down to more normal levels. It's absolutely right that China might have been the last/ one of the last country's we will ever see rising from underdeveloped almost purely on labour due to the rise of new technology, like drones as a good example.

1 of 1 people found the following review helpful. Goes beyond analysis to support decision-making about China

By J. Bower

Shaun Rein takes on a challenging task: describe the evolution of a nation and a culture while working within it. He succeeds brilliantly, not by analysis, but by telling stories of people within that culture. The result is a rare understanding for the reader, and the ability to think about the implications beyond the words in the book. There lies its real value.

China's changing course, and sustainable success requires a shift in strategy

The End of Copycat China helps business executives and investors understand how China's economy is shifting from one based on heavy investment to one on services and consumption by providing insight that help shape effective strategy. Drawing from over 50,000 interviews with entrepreneurs, venture capitalists, private equity investors, private Chinese companies, and multinationals, this book describes how Chinese firms are increasingly focused on innovation rather than copying what worked in America and how consumers are evolving with their hopes, dreams and aspirations. China's growth model of the last three decades is becoming increasingly ineffective, as relying on heavy investment and exports is becoming less and less feasible. Fifty percent of China's growth in 2013 stemmed from consumption, the government is establishing a Free Trade zone in Shanghai and ending the dominance of state-owned enterprises. This book provides a roadmap for companies and investors looking to navigate these changes and capture emerging trends, with deep insight and practical guidance on what innovation looks like in the new China. Survey the development of innovation taking place in China's economy, from an insider's perspective

Consider the changes that must take place to shore up the broken growth model

Examine the consumer trends emerging in the midst of rapid market evolution

Understand how China's rise will impact its neighbors like Japan, Vietnam, Indonesia, and Cambodia

China's dramatic shift toward consumption presents a tremendous opportunity for foreign business, but traditional tactics are outdated at best, financially fatal at worst, as local competitors focus on innovation and move up the value chain and as consumers look for new brands and categories to spend money on. New strategies are needed to keep pace with the changing regulatory and consumer environments, and "business as usual" won't get very far. The End of Copycat China is the business guide to this emerging market, with expert guidance from the inside.

"Rein's is an intriguing book, with many interesting anecdotes, mini-case studies, and interviews...you will be pleasantly surprised by the author's fluency, and the 'teachable moments' that arise from his writings." - Financial Times

"Plenty of insight here for the pragmatic businessman... zips along with lively anecdotes." - South China Morning Post

"Highly perceptive and entertaining insight." - Focus Magazine

"Written in a fast moving, engaging style... extraordinary educational resource for financial professionals." - Finance Professionals' Post

From the Inside Flap

Public opinion about the Chinese economy has failed to keep up with reality since China launched its economic reforms in 1978. In his previous book, *The End of Cheap China*, Shaun Rein made waves by revealing the white-collar dreams of the Chinese populace. Now, with *The End of Copycat China*, Rein takes on the topics of innovation and individualism, showing us that everything we thought we knew about China is wrong. Of course, our misconceptions aren't entirely without foundation. In *The End of Copycat China*, Shaun Rein makes the case that much of China's early growth was based on heavy investments and export, driven by a whatever-it-takes mentality of adopting western business models. Those of us who have plans to continue doing business in China on this assumption are in for a big wake-up call. Through over 50,000 surveys, as well as interviews with Chinese consumers, executives, billionaires, and top innovators, the author of this book shows us that the new generations in China have begun to crave authenticity and a Chinese economy that is uniquely their own. It might be difficult to digest some of the truths that *The End of Copycat China* uncovers. For example, in many areas, there is no longer any such thing as the China cost advantage. Western companies like Nestle, Adidas, and Hewlett-Packard already learned this lesson the hard way. If we want to avoid losing ground in China in the coming years and decades, we need to understand Chinese market segments in a way that we never have before. Thankfully, *The End of Copycat China*

provides the micro- and macro-level perspectives we need to adapt to this new Asian landscape. The case studies in this book make it clear that the time has come for global business to adapt to China, rather than the other way around. Shaun Rein's proven knack for predicting megatrends will serve as a valuable framework for investors and executives as they strive to understand this enigmatic market. What worked three years ago is certain not to work three years from now, so it's time to get thinking about what The End of Copycat China could mean for you.

From the Back Cover Praise for THE END OF COPYCAT CHINA

"A very interesting look at the exciting rise of innovation in China."
—Marc Andreessen, Co-founder, Andreessen Horowitz and Co-founder, Netscape Communications "China is undergoing the most important transformation in its history and Rein provides the road map to understanding how the techies, the entrepreneurs, the venture capitalists, the dreamers, and the tinkerers are driving that change. Decisions are no longer driven by cost-constrained manufacturing but increasingly by cutting-edge innovation. How China is moving, in fits and starts, up the value chain to creativity is the important message of this book, one of the core business messages of the twenty-first century."
—Ambassador Frank Lavin, Chairman, Export Now, Former U.S. Undersecretary of Commerce for International Trade "Once again, Shaun Rein provides fresh insight. At a time when people are preoccupied with challenges, Shaun sees future opportunities from a unique perspective."
—Tim Dattels, Managing Partner, TPG Capital Asia "Rein gives an insightful guide to the forces driving the maturation of China's economy as it transitions from one based on emulation and adaptation to being propelled by innovation. As an expert on consumer behavior he also provides a useful analysis of how the country's spending classes are maturing alongside its industry, and the opportunities that this implies for businesses operating in China."
—John Quelch, Charles Edward Wilson Professor of Business Administration, Harvard Business School, and Former Dean of CEIBS and London Business School