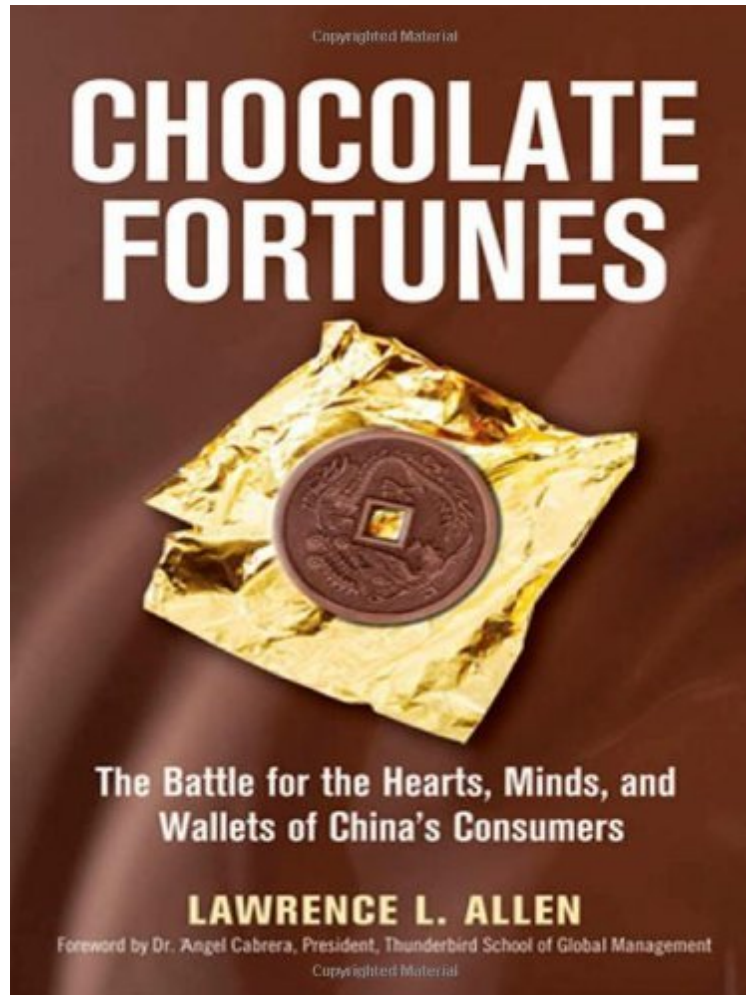


Chocolate Fortunes: The Battle for the Hearts, Minds, and Wallets of China's Consumers

Lawrence L. Allen

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Lawrence L. Allen : Chocolate Fortunes: The Battle for the Hearts, Minds, and Wallets of China's Consumers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chocolate Fortunes: The Battle for the Hearts, Minds, and Wallets of China's Consumers:

1 of 1 people found the following review helpful. Fascinating read, even for the non-business type
By Jonathan Hsieh
There is way more to the chocolate industry than I had thought of. I honestly thought, "How much could you write about this without getting super technical or bogged down with details?" But there's actually a lot there and Allen presents it at a fast pace that never gets boring or too technical. As Communist China began opening its economy to the world in the latter half of the 20th century, the major chocolate companies scrambled to tap into this market. A billion people had very limited exposure to chocolate so the first one to really penetrate the market would have incredible access and almost no competition. And being the first one in would mean they get to set the tastes of a nation. Allen

gives a crash course on China's economic history through the Communist Revolution to the beginning of when they began to open up. He goes into each company's strategy and for even a non-business person like myself I found it fascinating. The way they see themselves and the Chinese market varies so much, such as one company strictly exporting to China through Hong Kong while another built factories. Some wanted to keep their product the same and exotic while others catered to Chinese tastes. Allen also writes about developing infrastructure and city growth, so that the China the early birds saw was totally different from the China the latecomers arrived at. He covers things like cold chain (something I hadn't really thought of before) and seasonal chocolate trends (based on the season and holidays). There's a lot in here. I'm American born Taiwanese and have spent a lot of my life with people from China and other parts of Asia. Some little things I noticed as a kid suddenly make sense, like how come we never bought Ferrer Rocher but always received them as gifts. And growing up the Asian snacks we had were mostly non-chocolate, whereas the non-Asian grocery stores have huge selections of chocolates. Despite his business training and background, he makes everything clear enough for someone like me to understand. My degrees are in science and theology, so this is outside of my wheelhouse, but I found everything still accessible and fun to learn. I really appreciate it when someone with expertise in a field can present it in a way that an outsider, such as myself, can understand. 0 of 0 people found the following review helpful. Five Stars By Hearne Christopher Delivered the goods on time and as promised! 1 of 1 people found the following review helpful. So minus a star for being bad for the waistline By Zack A rather interesting read. It also inspired me to try each of the featured candy bars at the end. So minus a star for being bad for the waistline ;)

As China comes into its own as a world economic power, a new, huge consumer class is emerging, hungry for all things Western. In this land where twenty-five years ago most of the population had never tasted chocolate, five icons of Western business are now slugging it out in a battle royal to see which will become the Emperor of Chocolate in China. *Chocolate Fortunes* offers the first inside look at the battle for China's newfound chocolate addiction. The book devotes individual chapters to each of the five major players Hershey, Nestle, Cadbury, Mars, and Ferrero and the trials they face as they attempt to dominate their market in an enigmatic and still-developing economy. More broadly, *Chocolate Fortunes* examines the unique opportunities and challenges inherent in the Chinese business universe. Probing not only the economic, political, and cultural conditions that have given rise to a seemingly insatiable new market, the book delves into the mystique of chocolate itself and how it captivates not just the Chinese, but people all over the world.