



## China CMO

*Mr Greg Paull, Ms Shufen Goh*

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## **China CMO** Mr Greg Paull, Ms Shufen Goh

China is, all at once, the world's most dynamic, frustrating, confusing, inspiring, and challenging marketplace. As companies invest more and more in marketing, raising the country to second behind the US in advertising spending, there have been many white papers, books, and reports on how to win. This book is different - it comes straight from the mouths, heads, and hearts of sixteen of the leading CMOs (Chief Marketing Officers) based in China. From Coca-Cola, Starbucks, McDonald's, and Visa to local companies such as Lenovo and Bank of Communications. This is their story. These are their ideas

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