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Billions: Selling to the New Chinese Consumer Date. March 16, 2006. Speaker. Tom Doctoroff. Overview Speakers Related Info Overview. 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 ...

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Dunkin' stock hits new high after \$11 billion takeover deal

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