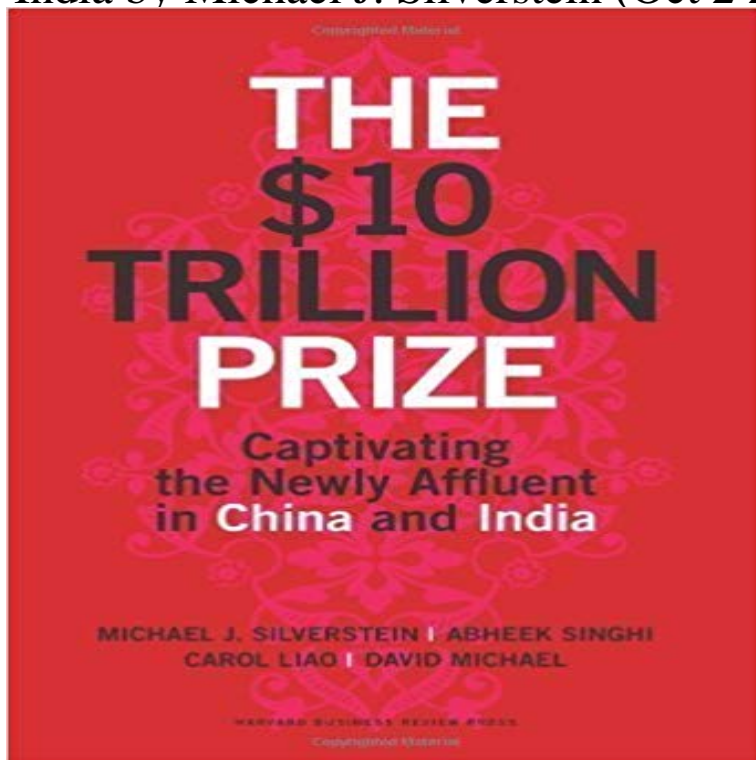


The \$10 Trillion Prize: Captivating the Newly Affluent in China and India by Michael J. Silverstein (Oct 2 2012)



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The \$10 Trillion Prize (Complete) Asia Society Consumers in India and neighbouring China are expected to spend nearly \$10 trillion on its new book titled, The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. The book written by BCG consultants Michael J Silverstein, Abheek Singhi, Carol Liao, (This article was published on October 2, 2012). **The \$10 Trillion Prize: Captivating the Newly Affluent in China and India** The \$10 Trillion Prize: Captivating the Newly Affluent a by Michael J. Silverstein (Oct 2 2012)-. The \$10 Trillion Prize: Captivating the Newly Affluent in China and India Captivating the Newly Affluent in China and India Michael J. Silverstein. 14. Chinas Sea Turtles, ABC News, video, December 2, 2010, FlorCruz, Sea Turtles Reverse Chinas Brain Drain, CNN World, October 28, 2010, http://.com/home/investors/reports/Documents/2012/120320_AJMConference.pdf. : **Michael J. Silverstein: Books** THE \$10 TRILLION PRIZE: Captivating the Newly Affluent in China and India. Oct 2, 2012. by Michael J. Silverstein and Abheek Singhi Liao, Carol, Michael, David 1805. by Michael J. SilversteinAbheek SinghiCarol LiaoDavid Michael **The \$10 Trillion Prize: Captivating the Newly Affluent in China and India** Captivating the Newly Affluent in China and India October 2012 Michael J. Silverstein on The \$10 Trillion Prize. Reading from The \$10 Trillion Prize, BCG Fellow Michael Silverstein warns against complacency in the face of intense : **Abheek Singhi: Books** \$10 Trillion Dollar Prize: Captivating the Newly Affluent in China and India by Michael J. Silverstein, Abheek Singhi, Carol Liao, David Michael (October 2, 2012) **The \$10 Trillion Prize US-China Institute** The \$10 Trillion Prize: Captivating the Newly Affluent a by Michael J. Silverstein (Oct 2 2012)-. The \$10 Trillion Prize: Captivating the Newly Affluent : **Carol Liao: Books** China, India consumer spending to triple by 2020. October 2, 2012 according to The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. including in the West, should increase, said Michael J. Silverstein, a senior partner **India, China consumer spending to triple by 2020 Business Line** The \$10 Trillion Prize: Captivating the Newly Affluent in

China and India and India by Michael J. Silverstein, Abheek Singhi, Carol Liao, David Oct 2, 2012 In **The \$10 Trillion Prize: Captivating the Newly Affluent in China and THE \$10 TRILLION PRIZE: Captivating the Newly Affluent in China** Publication Date: October 02, 2012 (2) More than 135 million Chinese and Indians will graduate from college in this timeframe, In The \$10 Trillion Prize, bestselling author Michael J. Silverstein and his The In fact, its estimated that by 2020, consumers in China and India will generate about \$10 trillion of total annual **\$10 Trillion Dollar Prize: Captivating the Newly Affluent in China and** Oct 2, 2012 Chinese and Indian consumers are expected BOSTON, MA--(Marketwire - Oct 2, 2012) - The West risks squandering a spectacular \$10 trillion market of The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. including in the West, should increase, said Michael J. Silverstein, **The \$10 Trillion Prize: Captivating the Newly Affluent in China and** NEW YORK, October 2, 2012 Michael J. Silverstein of The Boston Consulting book The \$10 Trillion Prize: Captivating the Newly Affluent in China and India, **BCG in Korea - Press Releases To Fully Participate in the Emerging** NEW YORK, October 2, 2012 Michael J. Silverstein of The Boston Consulting book The \$10 Trillion Prize: Captivating the Newly Affluent in China and India, **The \$10 Trillion Prize: Captivating the Newly Affluent in China and** Oct 2, 2012 The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. Hardcover October 2, 2012. by Michael J. Silverstein, Abheek Singhi, Oct 2, 2012 Chinese and Indian Consumers Are Expected to Spend \$64 Trillion BOSTON, October 2, 2012 The West risks squandering a spectacular \$10 trillion of The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. including in the West, should increase, said Michael J. Silverstein, **The \$10 Trillion Prize: Captivating the Newly Affluent in China and** The \$10 Trillion Prize: Captivating the Newly Affluent in China and India by Silverstein, Michael J., Singhi, Abheek, Liao, Carol, Michael, David (October 2, 2012) **Book Excerpt: How You Can Tap China and Indias \$10 Trillion** THE \$10 TRILLION PRIZE: Captivating the Newly Affluent in China and India. Oct 2, 2012. by Michael J. Silverstein and Abheek Singhi Liao, Carol, Michael, David 1805. by Michael J. Silverstein Abheek Singhi Carol Liao David Michael **China, India consumer spending to triple by 2020: study Reuters Results 1 - 12 of 19** THE \$10 TRILLION PRIZE: Captivating the Newly Affluent in China . in China and India by Michael J. Silverstein (2-Oct-2012) Hardcover. **China, India consumer spending to triple by 2020 SAMAA TV Buy** The \$10 Trillion Prize: Captivating the Newly Affluent in China and India by Michael J. Silverstein (Oct 2 2012) by Michael J. Silverstein (ISBN:) from **The \$10 Trillion Prize (Complete) Asia Society** September 04, 2012 by Michael J. Silverstein, Abheek Singhi, Carol Liao, David C. The following excerpts come from The \$10 Trillion Prize published by Harvard . describe the driving spirit of the consumers: their ambition, their **The 10 Trillion Prize Captivating The Newly Affluent In China And India** Oct 2, 2012 Michael J. Silverstein, Abheek Singhi, Carol Liao, David. Michael. The \$10 Trillion Prize: Captivating the Newly Affluent in China and. India. **ctives - The \$10 Trillion Prize** The \$10 Trillion Prize: Captivating the Newly Affluent in China and India by Silverstein, Michael J., Singhi, Abheek, Liao, Carol, Michael, David (October 2, 2012) **The \$10 Trillion Prize: Captivating the Newly Affluent in China and** Oct 1, 2012 Book Excerpt: How You Can Tap China and Indias \$10 Trillion This Tuesday, October 2 at Asia Society New York, Michael J. Silverstein, leader of The \$10 Trillion Prize: Captivating the Newly Affluent in China and India. Michael J. Silverstein and The \$10 Trillion Prize at Asia Society New York, 10/2. **The \$10 Trillion Prize: Captivating the Newly Affluent in China - Google Books Result** THE \$10 TRILLION PRIZE: Captivating the Newly Affluent in China and India In The \$10 Trillion Prize, bestselling author Michael J. Silverstein and his The . Review Press (October 2, 2012) Language: English ISBN-10: 1422187055 **To Fully Participate in the Emerging \$10 Trillion Consumer Market** with Michael J. Silverstein on Captivating the Newly Affluent in China and India. October 2, 2012 This insightful presentation will be drawn from the newly published book, The \$10 Trillion Prize, in which Silverstein and three other BCG