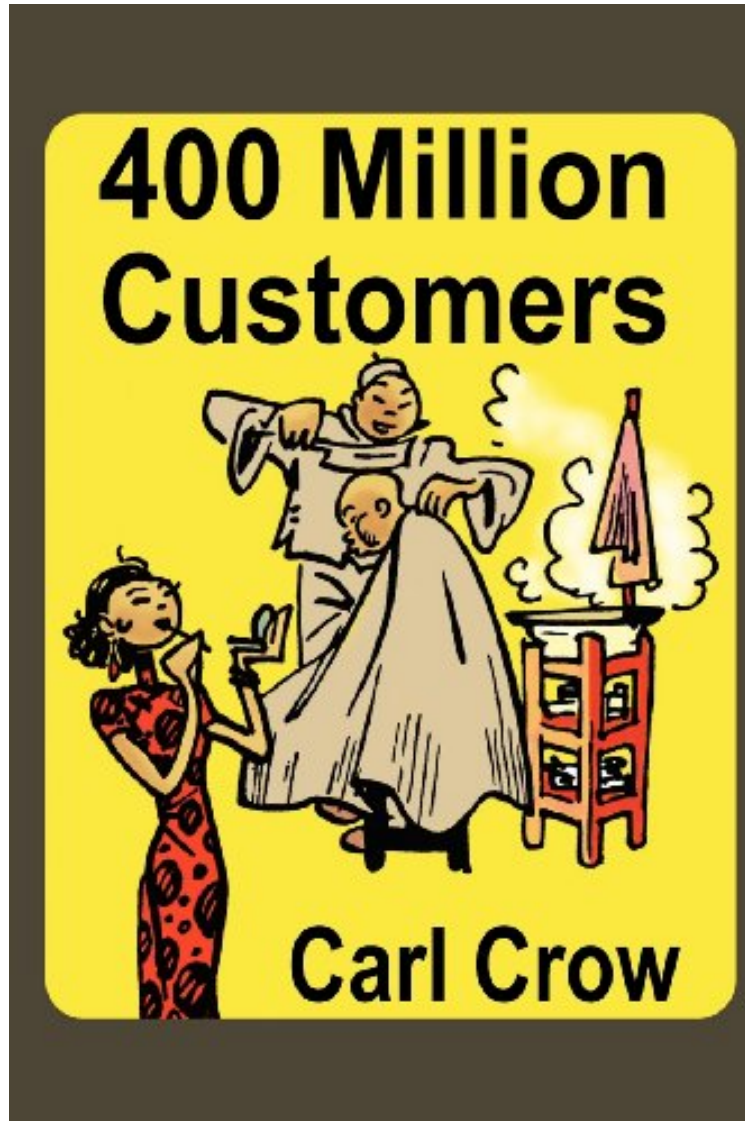


(Read free) 400 Million Customers

400 Million Customers

Carl Crow

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#257729 in Books Soul Care Publishing 2008-03-18Original language:EnglishPDF # 1 9.02 x .58 x 5.98l, .82 #File Name: 0968045901276 pages | File size: 63.Mb

Carl Crow : 400 Million Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised 400 Million Customers:

0 of 0 people found the following review helpful. Five StarsBy vzeYeAn excellent book worth reading. A wonderful insight to how business was done in China in the 1930's.1 of 1 people found the following review helpful. 1920s Shanghai vignettesBy YangsianVery observant author. Easy to read, entertaining.2 of 2 people found the following review helpful. A longtime favorite readBy Still St. LeighI have waited patiently for this wonderful book to be

reprinted. Carl Crow opened an advertising agency in Shanghai in the 1920's. This charming book tells the tale. He learned much about China, the pragmatic take on human nature the Chinese enjoy, and the folly of American companies whose determination to "take the Chinese market by storm" always left him with sadder but wiser clients, who -- oh, dream of every agency anywhere in the world -- actually listened to him. Crow is the best of company, and his observations are timeless. The book will linger with you.

Carl Crow (1884-1945) was a Missouri-born businessman and author who opened the first Western advertising agency in Shanghai, China, which he ran for more than 25 years. In the 1930s and 1940s, Crow wrote 13 books, including his most popular work *400 Million Customers* (1937). Crow was also founding editor of the *Shanghai Evening Post*. In China, - a shopkeeper chooses his employees not for their intelligence, industry and honesty, but because they are members of important and influential families whose trade the shopkeeper desires; the women will not accept, even as a gift, a packet of assorted needles; orthodox poker is played as it was played in Texas thirty years ago; a man likes to conduct his business in the open so that every passer-by may see and comment upon his industry; an empty beer bottle is counted a precious gift.... The pages of this candid and hilarious book are crowded with these and thousands of other diverting facts which Carl Crow had the opportunity to gather through his more than twenty-five years in China as newspaper correspondent and advertising man. Brought up to date by the author before his death, this is a book of endless delight and rich human wisdom, a book that brings you valuable knowledge of a great people.