



How U.S. Retail, Travel, and Hospitality Industries Can Attract Affluent Chinese Tourists

Pierre Gervois

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Affluent Chinese tourists are arriving in the United States, spend big, and can contribute to create millions of U.S. jobs. This book explains what U.S. companies must do to get a share of this growing business. Written by Pierre Gervois, the leading expert in marketing to the affluent Chinese tourists.

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