

## The Changing Face of the Asian Consumer



As Asia continues its economic growth, Asian consumers have become the focal point of business and commerce. How do Asian consumers behave in the marketplace? What makes them tick? And how can one grow the business with Asian consumers? In this book, world-renowned thought leader Bernd Schmitt helps to navigate and maneuver the complex and diverse landscape of Asia. He brings the insights and a deep understanding of the Asian marketplace. Find out what middle-class consumers want and what they buy when their incomes rise. Learn why Asians are collectivists who are becoming increasingly individualistic. Discover that Asian consumers are driven by contradictory desires; they are, at the same time, Value Shopaholics, Functional Hedonists and Traditional Futurists. Using these insights, Schmitt presents simple and useful methods and strategy tools that one can use to build a successful business with Asian consumers, such as:

- A strategy map to plan market entry
- A lifestyle tool to analyze consumer motivations and trends
- An omni-channel metric to assess the right mix of online and offline media
- Schmitt's detailed analyses of specific Asian industries and markets including consumer electronics, fashion and lifestyle, food and beverage, airline, hotel, skincare and cosmetics, and e-commerce serve as benchmarks and best practices for one's business.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

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Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende

tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

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...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

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Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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