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And Wallets Of China's Consumers By Lawrence L.
Allen**



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Allen, who is also the author of the 2009 book Chocolate Fortunes: The Battle for the Hearts, Minds and Wallets of China's Consumers, said: "In

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Why family-owned Mars won the chocolate 'war' in China. impression of chocolate on the nation's virgin chocolate consumers," of Chocolate Fortunes: The Battle for the Hearts, Minds and Wallets of China's Consumers.

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His experience was the fodder for Chocolate Fortunes: The Battle for the Hearts, Minds, and Wallets of China's Consumers . He spoke with

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Importantly, each was flying blind when it came to consumer and market information, and by the seat of their pants when dealing with China's

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Lawrence's primary focus is on consumer markets, with specialized expertise in the chocolate industry's chocolate war in China, Lawrence authored Chocolate Fortunes: The Battle for the Hearts, Minds and Wallets of China's Consumers,

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Symphony is a variety of two chocolate bars made by The Hershey Company under the It was targeted to a more mature audience including the middle- and upper-class consumers. Jump up ^ Chocolate fortunes: the battle for the hearts, minds, and wallets of China's Consumers By Lawrence L. Allen page 115; Jump up

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An interview with lawrence allen, author of chocolate fortunes

On Friday I spoke with Lawrence Allen, author of Chocolate Fortunes: The Battle for the Hearts, Minds, and Wallets of China's Consumers.

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