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Doctoroff, Martin Sorrell**

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Doctoroff (Billions: Selling to the New Chinese Consumer, 2005) is North Asia area director and Greater China CEO for marketing/advertising

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Available in: Paperback. About the Author:Tom Doctoroff is Greater China CEO for JWT and Asia Pacific's leading speaker on Chinese.

Wiley: china's super consumers: what 1 billion customers want and

China's Super Consumers: What 1 Billion Customers Want and How to Sell it to . He is frequently featured in interviews and articles in the New York Times,

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'Mobile internet usage rises in China' (17 November 2010). Doctoroff, T. Billions: Selling to the New Chinese Consumer, New York: Palgrave Macmillan. 2005.

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Tom Doctoroff is a senior partner at Prophet, jet setting between New York and on consumerism: "Billions: Selling to the New Chinese Consumer" (2006),

Biography - tom doctoroff

He is the author of the best-selling books "Billions: Selling to the New Chinese Consumer" (2006) and "What Chinese Want" (2012). He published his third book,

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