

Contents

- 
- 10 Brand Awareness of the Chinese People
and the Growth of China's Brands
 - 16 The Charm of Brands
 - 26 Living in the Era of Brands
 - 36 Brand Fans and NONO Group

43 Chinese Time-honored Brands: the Origin of Brands in China

Dashila – a Miniature of Chinese Time-honored Brands

The Crisis of Time-honored Stores

New Faces of Time-honored Brands

60 International Brands: Perspectives on American Brands

- 72 1979-1991: The Dawn of a Modern
Brand-based Life
- 80 1992-2000: Modern Brand Awareness
Taking Roots
- 88 From 2001: Brand Name Products into
Ordinary Families
- 94 The Finality of "Foreign Brand Worship"

- 102 Food Consumption and Brands
- 108 Modern Housing and Brands
- 116 Culture, Education and Brands
- 132 Tourism, Leisure and Brands