As China evolves, so does the global marketplace—all the way down to the consumer

The End of Cheap China is a detailed look at the rise of China, and how it will affect the global marketplace. A thorough exploration of the changes taking place in the Chinese economy, the book explains how much of the Western consumerist culture is built on the back of cheap Chinese factory labor, and warns that the era is coming to a close. Readers will learn why the cheap labor pool is beginning to dry up, what that means for the rest of the world, and how businesses will have to adapt to stay afloat. This updated second edition includes new statistics, the latest news on the Chinese economy, and additional case studies that illustrate the ways in which China has developed—into a brand-new potential market.

China's social, political, and economic evolution will affect the entire world. Rising incomes are building pressure on the global commodities market, inflation is only just beginning, and consumers are experiencing sticker shock as cheap labor is becoming harder to find. The End of Cheap China explains the factors driving these changes, the impact that can be expected, and the opportunities that constitute a major silver lining for businesses panicking about the coming paradigm shift. Readers will:

• Discover the eight mega-trends changing China, and how far the ripples will spread

• Learn how rising costs in China will dramatically affect the American way of life

• Examine the rise of Chinese consumption, and the friction it engenders

• Consider the changes businesses must make to remain profitable in a changing world
The global marketplace is evolving, and it's up to businesses to keep pace with the changes. *The End of Cheap China* provides a roadmap for navigating these changes, helping businesses lead the charge toward a more affluent global economy.

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🔥 ABOUT THE AUTHOR

**SHAUN REIN** is the founder and Managing Director of the China Market Research Group, a leading strategic market intelligence firm that advises Fortune 500 companies, private equity firms, and hedge funds about profiting in China. Millions read his weekly CNBC column on business in China. He regularly appears on Bloomberg TV, CNBC, CBS News, CNN, and NPR, and is often featured in the *Wall Street Journal*, the *Economist*, the *Financial Times*, Bloomberg.com, and the *New York Times*.

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