



### Consumer Nationalism in China

Examining its Critical Impact on Multinational Businesses

By Maggie Ying Jiang

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**Systematically analyzes the different waves of consumer nationalism in China and the critical impact of the new wave which has increased the possibility of a consumer base that could turn hostile at any moment.**

This book will be the first book that systematically analyzes the different waves of consumer nationalism in China, the types of its nationalistic consumer actions, and the critical impact of the new wave which has increased the possibility of a consumer base that could turn hostile at any moment.

#### Readership

Academics, students and business cohorts who are working in China; those interested in the fields of political economics, cross-cultural communication, nationalism, international relations, international trade, Chinese studies; staff working in multinational companies.

#### Contents

1. Introduction; 2. Consumerism and Modern China; 3. Nationalism and the Great Rejuvenation of the Chinese Nation; 4. Typology Study of Chinese Consumer Nationalism; 5. Growing Risk for Multinational Businesses; 6. Managing Risks; 7. Conclusion.

#### About the Author(s) / Editor(s)

Maggie Ying Jiang currently holds a joint position as the Director at UWA Confucius Institute and an academic in the Business School. Maggie's research interests and publications mainly include cross-cultural communication, social media and public relations. She also conducts strategic communication training for a wide range of organizations.

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