

What Asia Can Teach the Rest of the World About Digitally Inspired Commerce

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Abstracts

No region illustrates the emergence of the digital consumer better than Asia Pacific. The expansion of connectivity has rewired life for the region's newly connected consumers, with these consumers embracing the ubiquity of the device more so than others for all types of activities, including commerce. Given how consumers in Asia Pacific have embraced technology in commerce activities, this region is in many ways giving the world a preview of next-generation commerce.

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Contents

Introduction

Why Asia is a Region to Watch

The Defining Characteristics of Asia

What Digital has Meant for Asian Life

Three Ways Asia is Shaping Digital Commerce

Prospects for Asia in the Years Ahead

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