

# AS CHINA GOES, SO GOES THE WORLD



April 18th<sup>th</sup> 2011  
3:00PM – 5:00PM

**DR. KARL GERTH**, AN INTERNATIONALLY RECOGNIZED AUTHORITY ON CHINESE CONSUMERISM AND A PROFESSOR OF CHINESE STUDIES AT OXFORD UNIVERSITY (UK), WILL HOLD A CONVERSATION ON CHINA AND THE RISE OF A CONSUMER ECONOMY WITH GSU PRESIDENT, DR. MARK BECKER. HIS LATEST BOOK, *AS CHINA GOES, SO GOES THE WORLD: HOW CHINESE CONSUMERS ARE TRANSFORMING EVERYTHING*, HAS BEEN DESCRIBED AS ESSENTIAL READING FOR ANYONE TRYING TO MAKE SENSE OF CHINA TODAY.

How Chinese Consumers  
Are Transforming Everything

KARL GERTH

Speakers Auditorium  
GSU Student Center  
*Free Admission*

For more information, email [kreimann@gsu.edu](mailto:kreimann@gsu.edu)