



Shaun Rein's Research Turns Up Golden

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Making money in China is not easy. But shedding light on murky corporate operations has met with success for Shaun Rein. Dan Slater of Finance Asia profiles Shaun Rein, the Founder and MD of the China Market Research Group (CMR). Shaun Rein's Research Turns Up Golden.

PR9.NET September 16, 2007 - Shanghai, China - Finance Asia profiles Shaun Rein, Founder and MD of the China Market Research Group (CMR), in a piece entitled "Shaun Rein's Research Turns Up Golden" by Dan Slater.

An excerpt from the article:

"Making money in China is not easy. But shedding light on murky corporate operations has met with success for Shaun Rein.

Thirty-year-old Shaun Rein has just come from the doctor, who informed him that his health is that of a 60-year-old man. Looking after a new baby and maintaining a frenetic work schedule – which has him rising at 5am and working through till the early hours dealing with investor calls from the US – are taking their toll.

But that is the tax exacted by the twin gods of Mamon and ambition. As his career testifies, Rein certainly has an almost manic lust for achievement. He has even found time to write a book – a bestseller in China – titled Shaun Rein's Guide on How to Get into Harvard and America's Top Colleges.

Half American-Jewish and half Chinese, Rein must be a frightening sight in the rear-view mirrors of his competitors. The Chinese ascribe semi-mythical qualities to the Jews and are not shy of claiming the same super-human qualities for themselves. Mixed parentage is also viewed with respect bordering on awe. If these superstitions are even half true, Rein can't fail to succeed.

Rein's current venture is the Shanghai-based China Market Research Group (CMR), www.researchcmr.com, a company that provides primary research for Western hedge funds and asset managers, and also provides strategic consultancy services.

The consultancy services are premium – Rein says he charges more than McKinsey – but it's the research side that Rein is excited about.

"We have been doing primary research for 18 months, and in the first three quarters of this year, our revenues were already up 300% on last year."

For the rest of the article, visit Finance Asia's website <http://www.financeasia.com/article.aspx?ClanID=61047>.

To learn more about CMR, visit our website at www.researchcmr.com.

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About China Market Research Group (CMR)

The China Market Research Group (CMR) provides our clients with the market intelligence they need to make smarter decisions in China.

Many American and European companies expanding in China make the mistake of not fundamentally understanding Chinese market conditions and consumer patterns.

Using sophisticated methodologies, our team of analysts conducts customized, objective, and discreet research to help companies understand how to seize advantage of the fastest growing economy in the world.

Our clients come from a variety of industries and range from Fortune 500 companies to SMEs to hedge funds. Analysts on the ground in China conduct research to help companies determine:

- Market Entry Strategy
- Product Feasibility
- Competitor Analysis
- Consumer Insights
- Pricing Approaches
- Supply Chain, JV, and Channel Partner Evaluation
- Target Account Profiling
- Venture Capital / Private Equity
- Hedge Fund/ Stock Analysis

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