

TABLE OF CONTENTS

目 录

The Marketing Strategy of Urban Transformation (城市转型中的营销策略)	
Z. Q. ZHOU, Z. C. LIU, X. J. ZHANG.....	1
A Study on the Credit Card Usage Behavior by College Students in Beijing (北京大学生信用卡消费行为研究)	
Z. HE.....	7
Analysis of Marketing Strategy of Oil Product based on 4R's Theory (基于 4R's 营销理论的成品油营销策略探析)	
S. D. LIU, Y. F. SUN.....	14
The Problems and Solutions of Logistics Industry in China (我国物流业存在的问题及对策)	
H. DING, G. H. HUO, X. X. WANG.....	18
Research on Dilemma and Profiting Innovation of Low-Price Business Model (低价商业模式的困境及盈利创新)	
J. H. ZHANG.....	23