

TABLE OF CONTENTS

目 录

A Practical Approach of Market Positioning for Retail

(零售通路之商品市场定位实务)

R. LEE.....49

Research on the Transformation of the O2O Mode of the Retail Industry in the Scenario-Based Entrance

(场景入口对零售行业 O2O 模式变革的探究)

L. H. QIAN, D. W. LIU.....62

The Interpersonal Relationship Marketing of Confucian Businessman

(儒商的人际关系营销之道)

D. D. XIE.....67

The Study of the Effects of Consumer Animosity and Affective Country Image

(消费者敌意与情感国家形象影响效应研究)

R. J. WU.....71