

TABLE OF CONTENTS 目 录

Forest Asset Accounting System Construction

(森林资产会计核算体系构建)

- J. WANG..... 37

Research on the Exploitation and Utilization of Wuhan Port Coastline of Exploitation That Begin with Intensive Management

(从集约化管理着手推进武汉市港口岸线开发利用的研究)

- H. XIANG, L. ZHOU..... 44

The Mechanism of How Leaders Cultivate Corporate Culture

(领导者培育企业文化的机制)

- Q. LI, X. H. TANG..... 50

Analyses and Solutions of Bidding Strategy Base on the Game Theory Model of the Mixed Strategy Pricing

(基于混合战略定价博弈模型的招投标策略分析与对策)

- Y. D. QI, L. DAI, C. H. LI, W. PAN..... 59

Brand Strategic Study of Property Enterprise under the New Normal Economy

(经济新常态下物业企业品牌化发展战略研究)

- L. L. E..... 65

A Study of Value-Driving Mechanism of Business Model and the Fairness of Employee Value-Sharing

(商业模式价值驱动机制与员工价值分享公平性研究)

- X. J. MA, W. ZHANG..... 71