

## TABLE OF CONTENTS

## 目 录

基于“生产者 - 消费者”共赢原则下的物流导向型产品设计研究

**Research on Logistics Oriented Product Design Based on the Win-Win Principle of  
“Producer-Consumer”**

梁寅奕.....89

考虑消费者屏蔽行为的劝说型广告投放策略

**Delivery Strategy of Persuasive Advertisements Based on Ad-Avoidance Behaviors of Consumers**

张舒俐, 王长军.....95