

## TABLE OF CONTENTS

### 目 录

**The Marketing and Business Performance of Chinese Commercial Banks**  
(商业银行营销与经营绩效)

T. T. WANG, J. DENG, Y. X. WANG.....17

**How Suppliers Marketing Their Competence to Customers**  
(供应商能力营销的方式)

S. L. LIU, N. YE.....25

**Research on Power Marketing Strategy and the Law of Supply and Demand**  
(电力营销策略与供求规律的研究)

Y. J. SUN, Q. XU.....30

**Analysis of Small and Medium-Sized Enterprises Network Financing Model**  
(我国中小企业网络融资模式分析)

Y. N. WU, L. M. YANG, L. SHAN.....35