

## TABLE OF CONTENTS

### 目 录

**The Research Review and Future Practical Management on the First Person Effect in the Marketing Communicating Field**

(营销传播中的第一人效果理论研究与管理实践展望)

H. F. QI, S. H. WU, H. P. FEI, Y. X. ZHENG, Y. JIANG.....21

**The Exploration of the Impact of EWOM to Purchase Intention**

(探究网络口碑对购买意愿之影响)

J. M. CHEN, W. N. CAI.....32

**Residential Real Estate Market Segmentation**

(住宅商品房市场细分)

S. M. CHANG, Y. FEI.....41