

TABLE OF CONTENTS

目 录

互联网+时代下“花西子”品牌营销策略分析

Analysis of “Florasis” Brand Marketing Strategy in the Internet+ Era

- 薛瑞婵, 苏丽丽, 薛继锋 49

基于大数据分析的服装电商精准营销策略

Precision Marketing Strategy of Clothing E-Commerce Based on Big Data Analysis

- 陈小燕, 张有中 53

中国跨境电商企业营销策略研究

Research on Marketing Strategy of Chinese Cross-Border E-Commerce Enterprises

- 徐昂, 梅燕 65

目前我国公益组织的品牌推广困境及对策研究

Research on the Dilemma and Countermeasures of Brand Promotion

of Public Welfare Organizations in China

- 张宏宇 75