

December 2014

购车过程 - China

“尽管汽车市场呈现放缓趋势并且库存量庞大，但销售仍在不断增长，而且这种增长势头预期将持续。与此同时，竞争也在加剧，因此汽车制造商和经销商需要更多地关注购买者的购车体验，而非汽车本身，以便在消费者中树立良好的品牌声誉。”

October 2014

Car Purchasing Process - China

“Car financing is finding greater acceptance among consumers now than before, while car makers and dealers are focusing more on brand building through improving their consumer service and advice, both through sales outlets and online, as well as focusing on their brand experience beyond just the cars themselves.”

September 2014

中国的男装零售市场 - China

“中国男装市场持续的增长势头，在很大程度上要归功于网络零售的增长，但是业内领先的零售商却因为大幅度的市场分化和产品供过于求而备受煎熬，尤其是在正装和商务休闲装领域。零售商似乎对男士们从摒弃正装到青睐休闲装的转变反应迟钝。”

August 2014

Menswear Retailing - China

“China’s menswear market continues to grow well, helped to a large degree by the growth of online retailing, but leading retailers continue to struggle with high degrees of market fragmentation and over-supply, especially in the formal and business casual sectors. Retailers appear to have been slow to react to a ...