January 2016

汽车市场中的数码营销 - China

“由于在线媒体渠道能更有效地吸引消费者的注意，因此，数码营销在汽车行业发挥着非常重要的作用。为了在竞争中脱颖而出，汽车品牌和营销商可以通过推出更贴合消费者紧凑的工作安排的营销活动，来实现创新或与消费者进行有效互动的目的。”

December 2015

Digital Marketing in the Automotive Industry - China

“Digital marketing plays a very important role in the auto industry since online media channels are more effective in grabbing consumers’ attention. In order to stand out, auto brands and marketers can be more creative or interactive by developing activities which can fit into people’s busy working schedules.”

汽车购买过程 - China

“尽管中国汽车市场正历经增速下滑，但仍有众多因素（如政府支持、人们追求更优质生活和低线城市消费者更强大的购买力）让制造商和消费者对最终走出困境信心十足。”

– 李宇静，高级研究分析师

October 2015

Car Purchasing Process - China

“Even though the car market in China is experiencing a slowdown of market growth, there are still many reasons (eg government support, people’s aspirations towards better lives and the purchasing power from low tier cities) for both manufacturers and consumers to believe that it will finally shrug off the difficulties ...

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