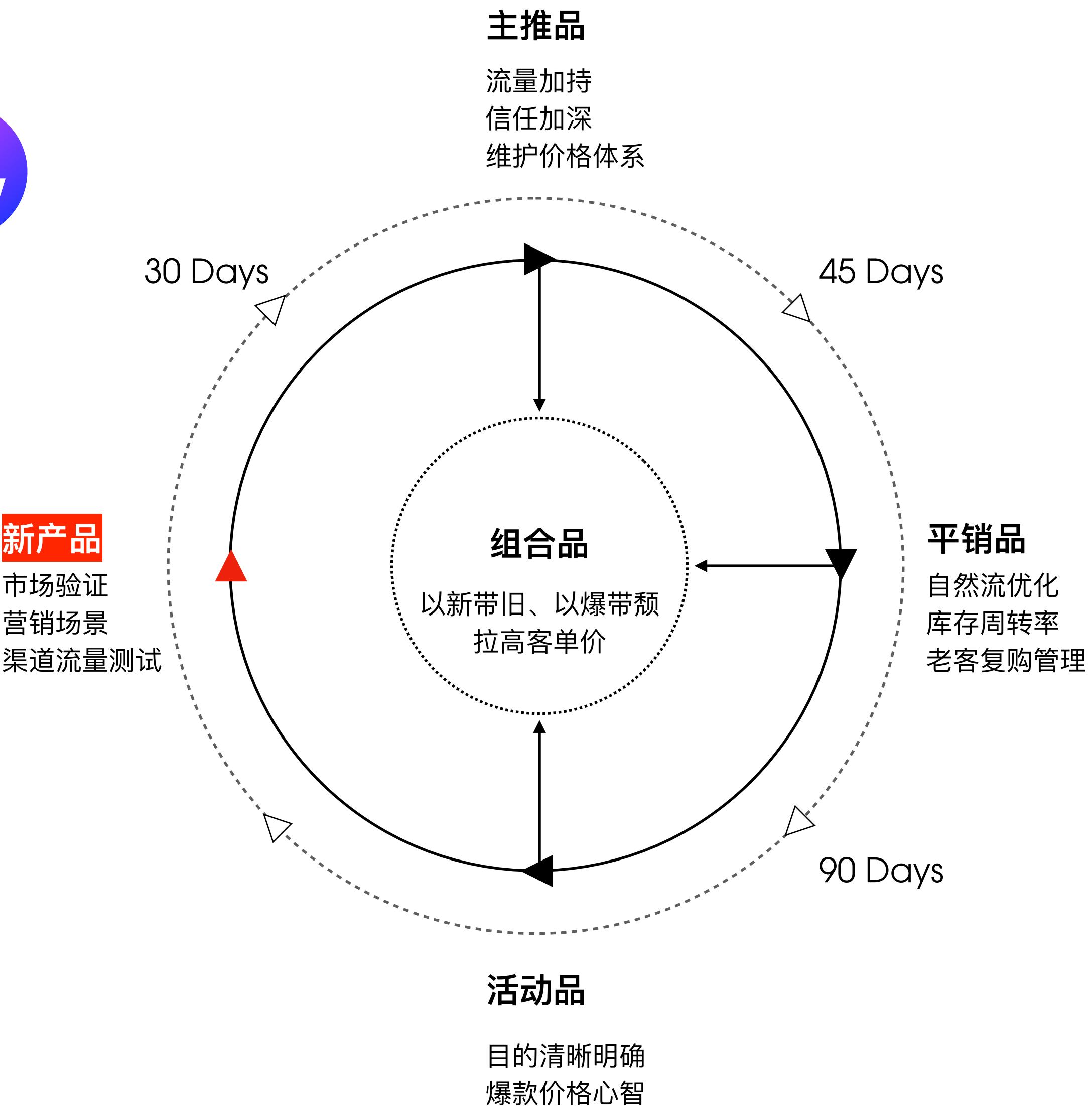
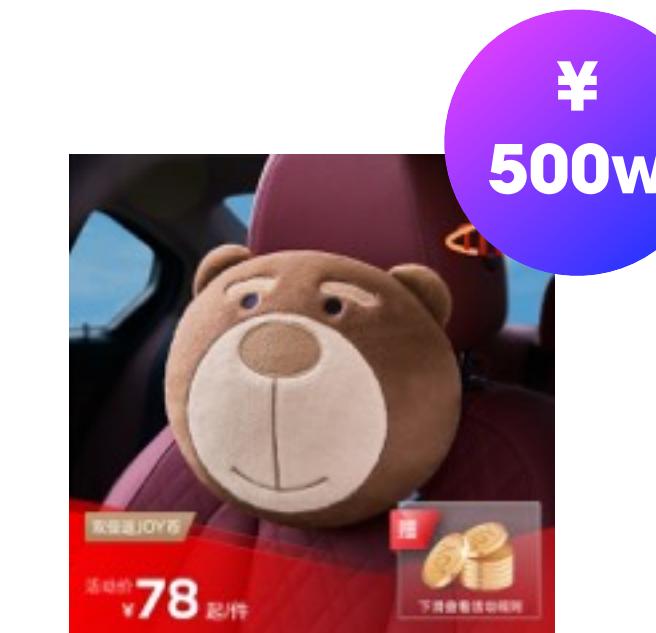
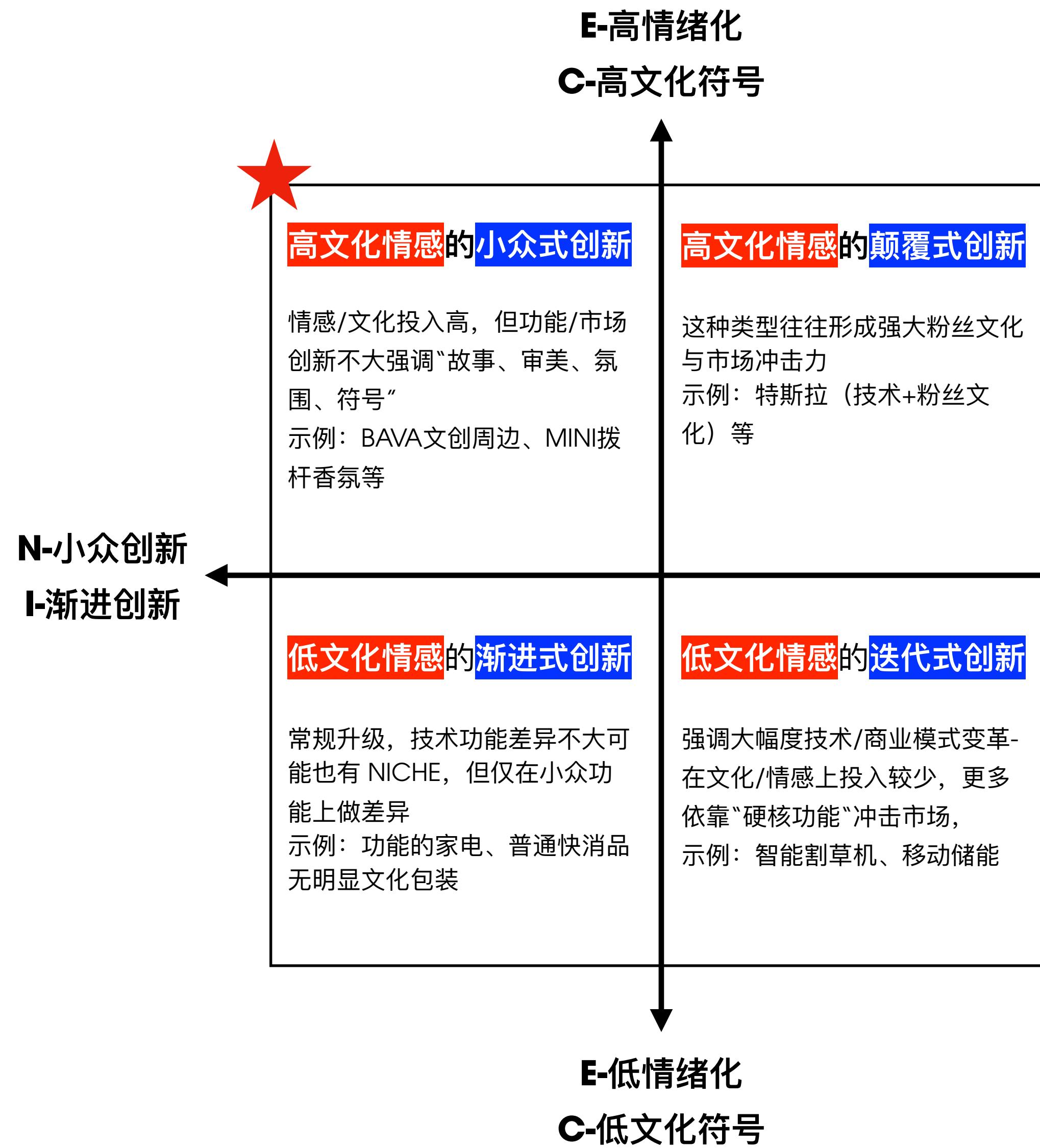
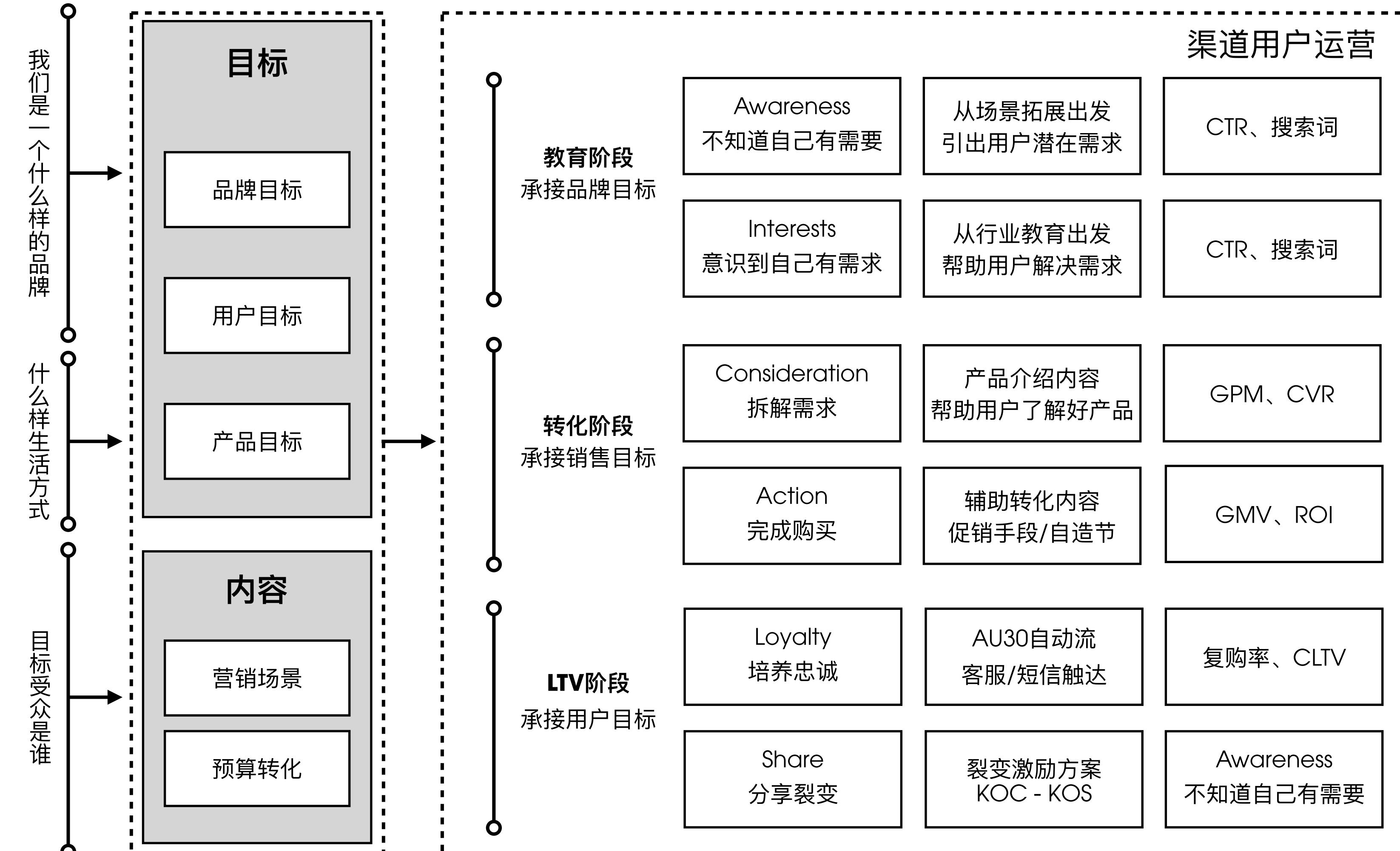
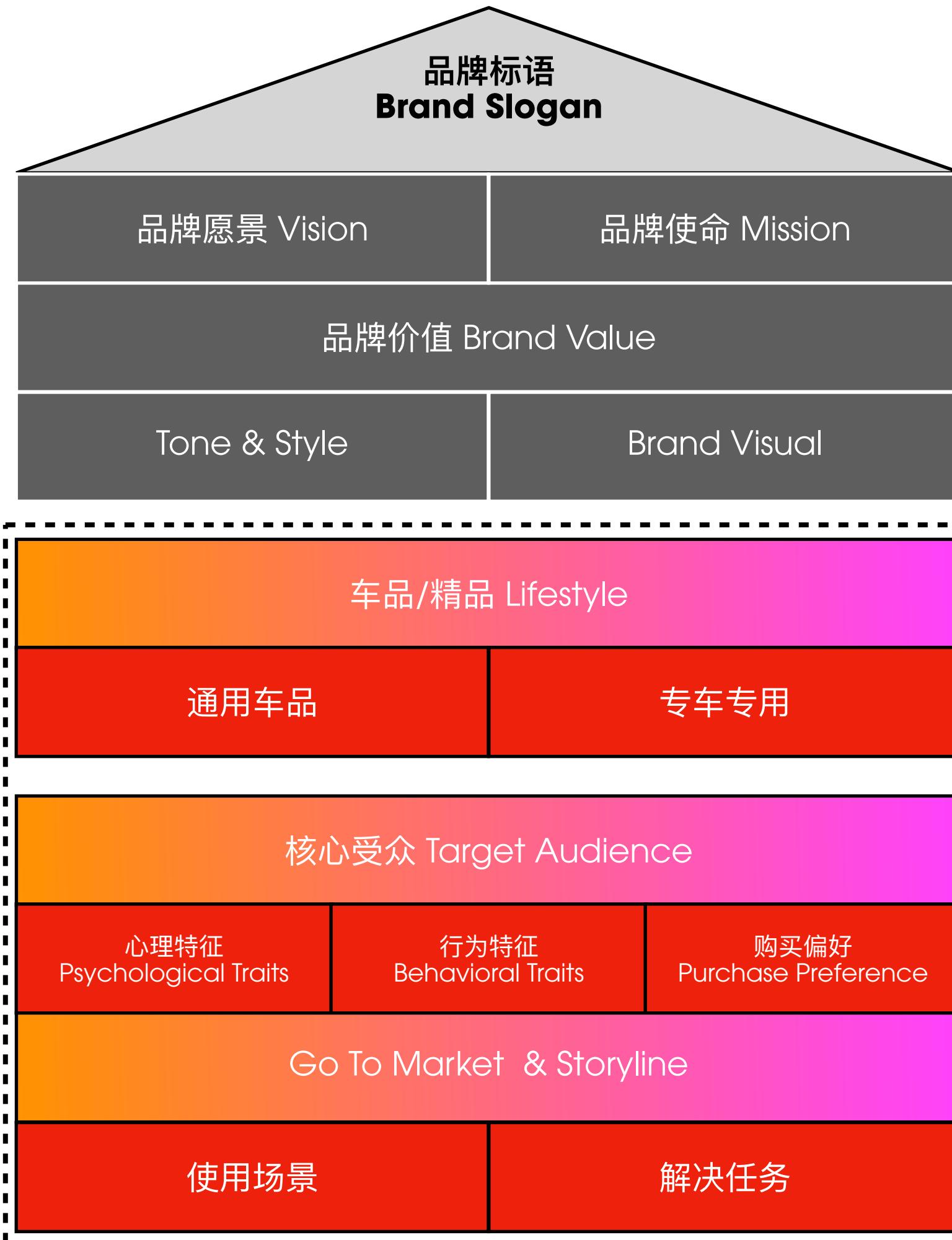


Lifestyle 商品运营策略 - 从品牌视角出发构建产品定位, 货品矩阵分层管理



Lifestyle 人群运营策略 - 基于LTV分阶段做触达策略



生活方式转变带来购车决策因子变化，品牌生活方式产品化表达延伸至“车生活”业务形态