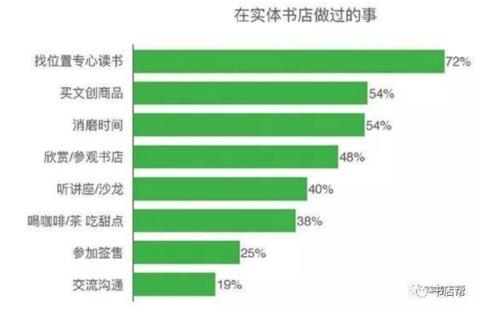
In 2017, online platform have generated 33.4% more book sales than physical stores, and in the first half of 2018, the sales of physical bookstore declined by 2.93%.¹





 $^{^{1}\ \}underline{https://wemedia.ifeng.com/74678558/wemedia.shtml}$