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By pursuing ambitious investments, the company aims to create economies of scope and achieve cost leadership, venturing into new market sectors and vertically integrating the ...

This study examines the effect of online marketing communication on offline sales using 2023 sales data from a new energy vehicle brand. The results show that online marketing ...

To comprehensively understand the key factors influencing the sales of new energy vehicles in China, this section will analyze multiple dimensions such as policies, technology, and regions.

The study supports the use of online reviews in NEV sales prediction and proves that the model based on cutting-edge technology of Attention-Seq2Seq can outperform the other four ...

In this study, we aim to propose a new forecasting approach to predict the demand for new energy vehicles (NEVs) by incorporating perceived quality measures extracted from online ...

We present a conceptual model that offers insights into three key areas: (1) industry structure, (2) end products, and (3) pricing strategies. Our recommendations are tailored to help ...

Here's a focused guide on how energy retailers can successfully adapt their commercial, sales, and servicing operations. The transition to a multi-product model brings several commercial ...

Researches on the sales of new energy vehicles (NEVs) can provide theoretical support and practical instructions for the government and the automobile industry. Traditional sales prediction methods ...

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New Energy Internet Sales Model

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