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二手机的“变与不变”

作为流通领域上的一环,行业内外对代理商的印象很大程度上还停留在“销售新机”的阶段。然而,经过十几年的沉浮与发展,目标的不断调教与设定,随着二手手机市场的井喷,代理商在二手设备流通领域将会有更大的作为。

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COVER STORY
封面故事

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特写

JLG 公益周活动: 纪念豪士科集团成立 100 周年

在亚洲, JLG 把中国的上海、北京、天津, 新加坡及印度的德里、金奈与孟买作为 G2GB 公益周的核心阵地, 辐射周边城市, 鼓励更多员工就近参与公益活动。

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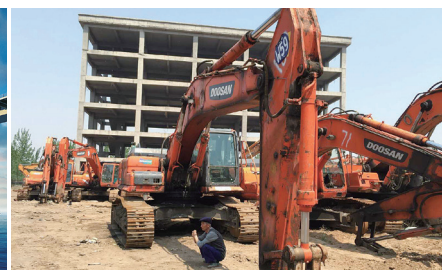
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COVER STORY**"Variable and constant" of second-hand engineering machinery**

In the engineering machinery industry, there is no doubt that second-hand machinery has a huge market size, which can be seen from the development of Chinese and foreign industries. In close to saturated foreign mature markets, many well-known manufacturers have already moved to the post-market area, where second-hand equipment accounts for a large proportion. There is a cloud in the old saying, "the poor change, the change makes all the time." At present, the domestic engineering machinery industry is already in the window of change, how to borrow the second-hand machinery business smoothly transform the market, has been the industry agent's unavoidable problem.

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INDUSTRY ANALYSIS**Analyze the market of the loader industry in the first half of 2017**

In the first half of the year, the loading machine industry continued to recover, which basically held back the decline in the past four years, which greatly alleviated the sales pressure of the main machinery factory and dealers in the loader industry. Among them, the demand for the large tonnage loaders of 6 tons and above is obvious, which also puts forward higher requirements for the research and development ability of the mainframe manufacturers.

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MARKETING**How to evaluate an enterprise?**

In fact, to evaluate whether an enterprise is good or not, you only need to focus on the customer response rate and employee turnover rate of the enterprise, in other words, whether the company is good by the users and employees.

People often envy other people's lives because they only see the appearance; it's also common to see some people jumping ship at work, joining a company that has a heart on their own and finding it completely different from what they had imagined. A few years ago when I resigned from the world 500 strong enterprise executive position, many people are confused, because they only see the once glorious and the enterprise reputation, only a person place oneself among them understand the true feelings.

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MARKETING**In the stock market environment, the agent chooses the logic of the brand**

In the stock market environment, it is an inevitable trend for most agents to re-select the brand, especially the agents of the mainstream products such as excavators and loaders. Looking at the development of different industry agents, seeking and owning high-quality brand resources is the top priority of agents. Fully respecting the strength of the brand is the objective law of the agent industry. After all, choice is more important than hard work!

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