

Nike Hong Kong Ltd in Apparel and Footwear (Hong Kong, China)

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Abstracts

In order to stay ahead in digital advancements to connect consumers with real-time and personalised services, Nike Hong Kong will fuel marketing resources to grow its Nike+ community and improve its customer services including the online nikestore.com. In following the launches of remarkable innovative retail services in 2014, Nike Hong Kong will continue to target its potential customers through social media and communities.

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