

<<大品牌>>

图书基本信息

书名：<<大品牌>>

13位ISBN编号：9787561166116

10位ISBN编号：7561166117

出版时间：2011-12

出版时间：大连理工大学出版社

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页数：255

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### 内容概要

《大品牌》汇聚全球品牌设计个案和创作理念。本书以商业性、实践性、案例性为基点，结合餐饮、服饰、科技、交通、生活用品等领域，精选120个具代表性的项目，从品牌定位、视觉设计、形象深化推广策略等方面，将设计方案与品牌理念相结合，叙述新兴品牌在市场经济中吸引眼球，以及经典品牌在竞争中长盛不衰的奥秘。

书籍目录

foreword  
lifestyle goods & services  
food & drink  
fashion  
culture & promotion  
index  
acknowledgements

编辑推荐

Big Brand Theory presents a discriminating selection of the highest-profile and most clever branding campaigns and serves as an invaluable resource for those wishing to understand the key elements of building brand awareness. Case studies for key players such as Adidas, Converse, Starbucks, PUMA, Nike, Issey Miyake, Lacoste and Levi's illustrate the crucial facets of projecting a relevant and dynamic identity. Branding concepts are broken down into varied elements: for example, Nike's integrated campaigns include individual product packaging, posters, store displays, athletic wear, retail bags and boxes, high-end designer products and gifts. Big Brand Theory is an indispensable multi-industry "best-of" presenting what it takes to reach today's consumer.

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