

<<包装你的生活II>>

图书基本信息

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内容概要

Packages have become a major platform for brands to tell their story and convey various marketing messages. Luring us into their world One of the most distinct brands that have done this successfully in recent years is "Innocent" -the British fruit juice brand Innocent has used its packaging design to relate its brand messages in a simple, humorous and compelling way many brands have followed in their footsteps.

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