

图书基本信息

书名：<<touch branding 品牌零接触>>

13位ISBN编号：9789881912534

10位ISBN编号：9881912539

出版时间：2011-5

出版时间：ArtPower

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页数：263

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内容概要

Each day we make decisions , conscious and subconscious , based on branding. The clothes we wear , where we will have lunch , our favorite beverage , the music we listen to-and even how we listen to it. Everything we encounter has a branding experience. The choices made by branding professionals bring to life a product's philosophy and spirit .These creative choices are intended to attract clients and create interest and value for a product or service. Branding is much more than a logo. It is a collection of elements that gives a product or service its presence. It allows us to experience how a product feels in mere seconds. It uses physical variables-line , shape , texture , color , typography , as well as intangibles such as a product's philosophy , mission statement , and market placement. The sum of these collected variables introduce us to the product , setting the stage for the experience that is to come.

书籍目录

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