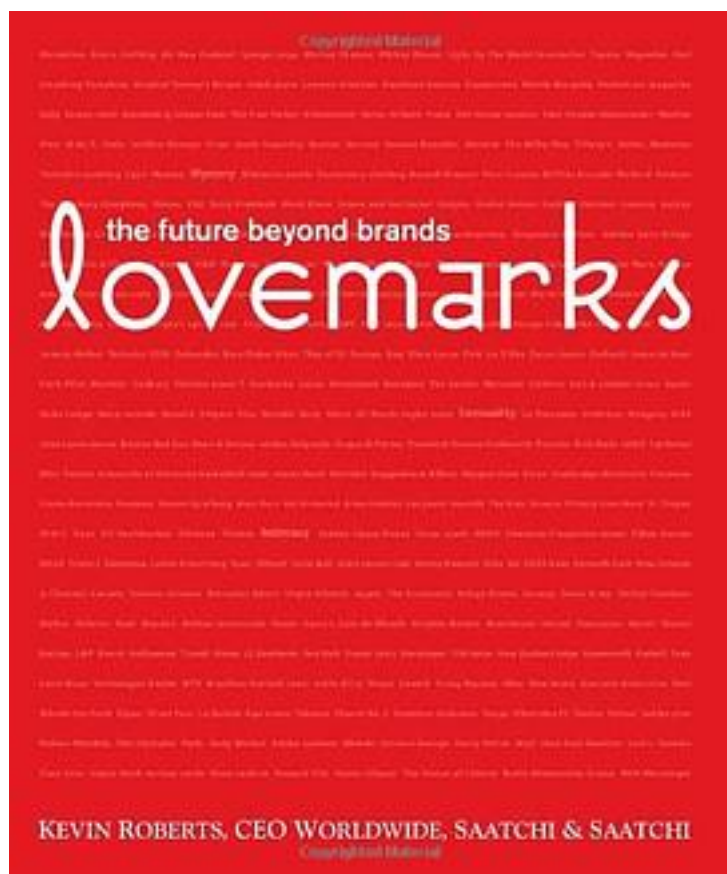


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著者:Kevin Roberts

出版者:powerHouse Books

出版时间:2007-9-15

装帧:Hardcover

isbn:9781576873557

Kevin Roberts' groundbreaking book LOVEMARKS: THE FUTURE BEYOND BRANDS injected a powerful dose of emotion into the world of advertising and marketing. Despite the extraordinary uptake of the concept, Roberts was determined to go one step further after receiving a provocative and irresistible challenge: to turn the book itself into a Lovemark. The end result is LOVEMARKS: THE SAATCHI & SAATCHI

DESIGNERS' EDITION, a sublime rendering of the original book that will both challenge the mind and delight the eyes. Collectively produced by Saatchi & Saatchi designers and art directors from across the globe, the book reflects the diverse, eclectic, and vibrant visions of its creators. LOVEMARKS: THE SAATCHI & SAATCHI DESIGNERS' EDITION celebrates the central role design plays in creating emotional connections with consumers.

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