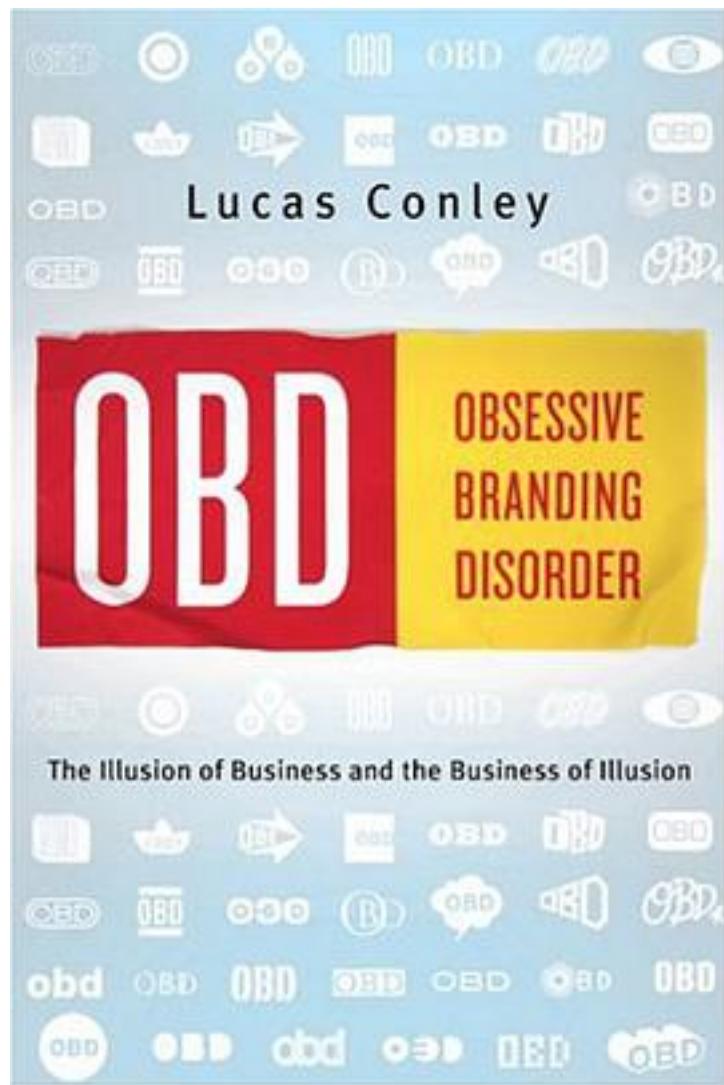


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The world is more branded than ever before: Americans encounter anywhere between 3,000 and 5,000 ads a day, and increasingly brands vie for our attention from insidious angles that target our emotional responses (scent, taste, sound, and touch). In an ever-faster, more competitive global landscape, branding, or identity-making, has begun to replace the research and development of yore. From the fertile crescent of branding (Cincinnati) to the laboratories of sensory specialists (musicologists, and noses”), Lucas Conley investigates the phenomenon of rampant commercialism (often backed by little substance), offering an illuminating portrait of an age of obsession.

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书评

24到30岁日本女人92%会有一两个Louis Vuitton包，虽然日本LV售价比法国高20%；结婚时每个新娘似乎都应该有一个钻戒，可钻戒在40年代以前并不是结婚或者订婚的必需品；-----

我们为什么要超出理智地去买一些我们以前并不需要的东西？归功于...

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