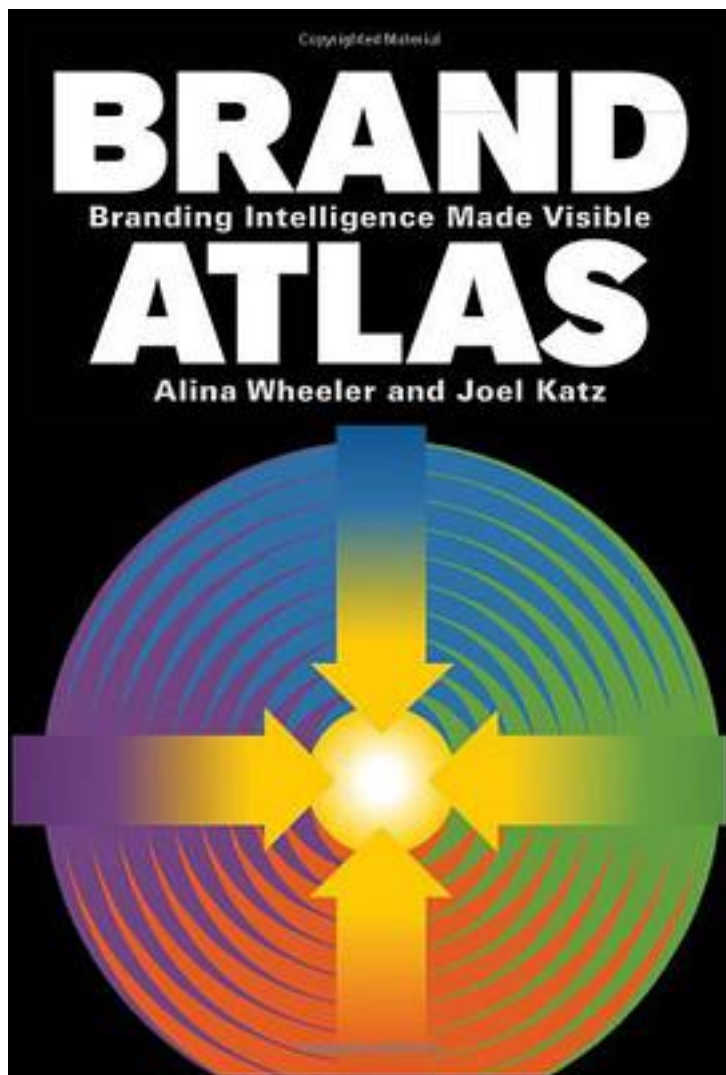


Brand Atlas



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出版者:Wiley

出版时间:2010-05-24

装帧:Hardcover

isbn:9780470433423

"Brand Atlas" is the world's first definitive compendium of diagrams and process maps about branding, marketing and design. This resource features dozens of full color diagrams that will accelerate the understanding of core concepts and help readers navigate complex theories and best practices.

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