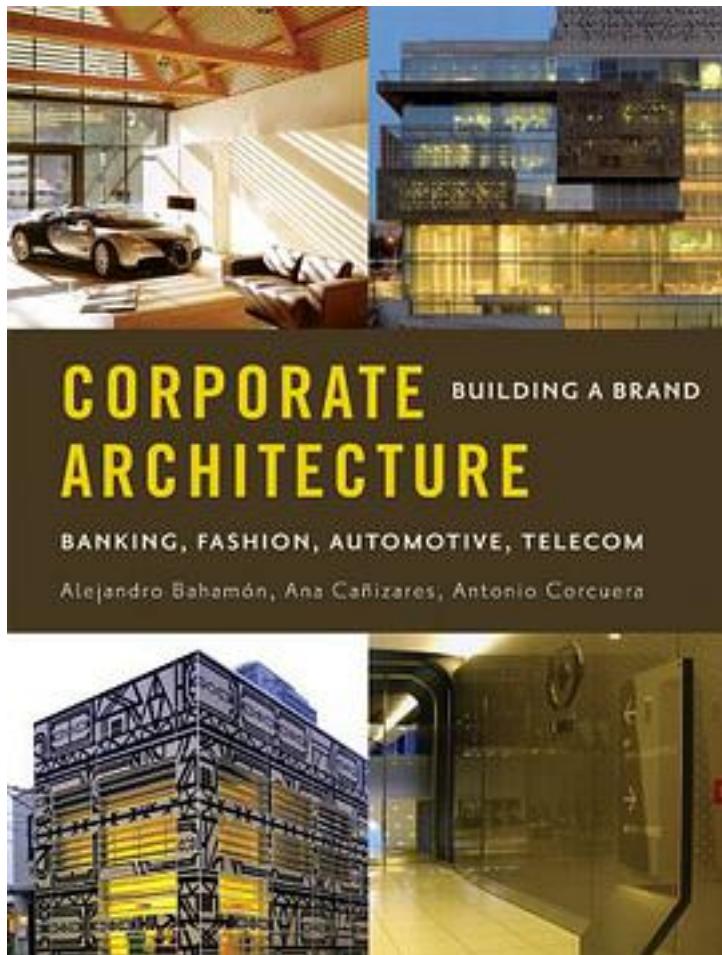


Corporate Architecture



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This book explores how the fashion, banking, motor and telecommunications industries use architecture as a marketing tool. A brand is much more than the product or service that it represents - it is a whole imaginary world custom-built for the target

consumer and it often has little to do with what is being sold. Competition has given rise to a new class of buildings, designed by top architects and characterised by bold design approaches, surveyed in this sweeping study.

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