

<<品牌零接触>>

图书基本信息

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内容概要

The work included in this volume explores branding on a global scale, and its full array of practitioners. All unified by a passion for their work, and the knowledge that a precisely crafted campaign can be a thing of beauty. As you page through this volume, I invite you to reflect on the journey taken by the creators of the projects displayed: the hours invested, the revisions and refinements that took place before the work made it to these pages. I am honored to be counted among this group of artisans.

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