

《買與不買都上癮: 從Armani急

图书基本信息

《買與不買都上癮: 從Armani急

內容概要

《買與不買都上癮: 從Armani急

作者簡介

《買與不買都上癮: 從Armani急

精彩短评

- 1、繁体字看得有点累
- 2、台版的字体看着很舒服~
- 3、時尚產業入門讀物
- 4、当年做vancl的时候看的教科书
- 5、我看这个和末末看金融一样困....
- 6、都是浮云，质量要紧
- 7、系统介绍，但描述过重，似乎最后一章更有价值

精彩书评

- 1、 [从Armani到Zara的时尚行销].Mark.Tungate.扫描版 ‘ You don ’ t buy clothes – you buy an identity. ’ Give what you can perceive, and make you feel good. ‘ It ’ s not enough to look fashionable – one wishes to appear intelligent as well, ’ brand ’ s core values The secret to Zara ’ s appeal is that, although shopping there is cheap, it doesn ’ t feel cheap. Everything about Zara is streamlined for efficiency. how the customer perceives you if you ’ re working for a brand, you ’ ve got to build a visual alphabet for it. Within that framework you can tell a great many stories, but I think it makes sense to link them through that visual alphabet – and the easiest way of doing that is to use the same photographer. ’ communicating its values One of our greatest successes was to get sports shoes and apparel out of the gym and on to the street. The best marketing in the world comes down to a person standing in front of a mirror.
- 2、 这本书现在已经出了内地版《时尚品牌传奇》 <http://www.douban.com/subject/3170900/>翻译比台湾这个版本要舒服很多，基本采用了大陆人不用拐弯就能理解的话。只是《时尚品牌传奇》整本书的装帧实在是反差太大。不但去掉了《买与不买都上癮》的一些精美图片，里面还拼凑了一大堆恶俗的插图，就像《时尚品牌传奇》这个书名一样傻。实在是糟蹋。不过，如果只想看看文字内容的话，《时尚品牌传奇》还是很实惠的。如果有收藏癖的话，《买与不买都上癮》也可以买一本留着。

《買與不買都上癮: 從Armani急

章节试读

1、《買與不買都上癮: 從Armani到Zara的時尚行銷》的笔记-第181页

品牌竞技场就是时装秀

《買與不買都上癮: 從Armani急

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu111.com