

<<建筑设计Mercedes-Benz B>>

图书基本信息

书名：<<建筑设计Mercedes-Benz Brand Places Architecture and Interior Design>>

13位ISBN编号：9783929638783

10位ISBN编号：3929638789

出版时间：2004-4

出版时间：Oversea Publishing House

作者：Marquart, Christian

页数：291

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：<http://www.tushu007.com>

<<建筑设计Mercedes-Benz B>>

内容概要

The internationally renowned brand Mercedes-Benz offers in this publication an exclusive insight into the significance of their point of sales as the decisive interface between the producer and the consumer a place which creates a certain aura for the company and which can ultimately have a great influence on the success of the brand. The Mercedes-Benz strategy is to present its name, its products, and related services consistently in all its sales and service centres throughout the world. This publication documents the multifaceted architecture and design of the Mercedes-dealerships around the globe; it describes exactly how the brand world transforms rooms and buildings to represent and convey the exclusive corporate identity, producing a high recognition value which is so valuable on the world market.

书籍目录

Vorwort
Von der gebauten Corporate Identity zur Markenarchitektur
Was sind Marken und wie funktionieren sie?
Die Funktionen des Mercedes-Benz Autohauses
Autohaus-Design als Element der Markenstrategie
Markenprägung und Markenerlebnis: Die „Brand Gallery“
Licht- und Farbdesign
Medieneinsatz für Vertrieb und Marke
Event-Marketing und Architektur
Zeichen aus Glas: Die ersten Mercedes-Benz Center in Berlin und München
Die Marke in den Metropolen: Mercedes-Benz Center der Zukunft
Für City-Flaneure: Mercedes-Benz Spots
Premium und Standard: Kleine und mittlere Autohausformate in Deutschland
Mercedes-Benz in Europa
Ferne Kontinente: Autohäuser in Afrika, Asien und Lateinamerika
Room with a view: Lesbos

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:<http://www.tushu007.com>