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The Bridge: The Role of Design in Marketing

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The Bridge: The Role of Design in Marketing Bruce MacDonald
The Bridge is a new look at an old subject, the influence of art & design from the 1st millennium to the 21st century. It is carefully explored in this fascinating book about ""commercial persuasion."" Today's market managers would be wise to become aware of the value & diversity of the creative world just as the creative makers & graphic designers must learn to appreciate the marketing strategies & tactics that lead to the introduction of a new product. This book explores that world in a new & fresh way, one that is informative yet entertaining. Readers will learn how logos began, back in the mists of time & on ancient battlefields & how they are used today by big corporations. When did packages first appear & become brands, fiercely fighting for market dominance? Why is advertising so powerful a tool of persuasion that advertisers like Anheuser Busch are willing to pay $2.7 million for a 30 second commercial on the Superbowl? All these subjects & more are explored in this book by the

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