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It all comes down to a critical ten seconds_when it's just your product and your customer face-to-face. That's when all of your time and effort and expense either pay off_in a sale_or turn to dust as the customer rejects your product for a competitor's offering. That's when your product is the package. And that's why The Marketer's Guide to Successful Package Design was written. It isn't a book about packaging technology, and it isn't a picture book of award-winning designs, although many of the dozens of examples in this book are award winners. Rather, this book is about winning the big competition_the one in which customers determine the winner by "voting" with their dollars. The authors, two top brand identity and package design experts, with a combined 50-plus years of hands-on industry experience, show how to create packaging solutions that win the battle for the customer during that critical first contact. They analyze all the marketing and design components needed to create effective packaging solutions that support and fulfill marketing objectives and strategies.