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The genuine books visual hammer (U.S.) Laura Rees(Chinese Edition)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012-12-01 Pages: 212 Publisher: China Machine Press Information title: visual hammer original price: 49.00 yuan: (U.S.) Laura Riess Press: China Machine Press Publication Date: 2012 -12-01ISBN: 9787111404552 Words: Pages: 212 Edition: 1 Format: Folio: 16 Weight: Editor's positioning guru Iris successor Laura Rees heritage positioning theory works. Positioning. is the concept of a language. is a nail. the positioning of this tool is a visual hammer nails into the mind of consumers. (Iris) Poster: Summary heritage and the development of the theory of positioning positioning is to find a space in the minds of consumers. and then implanted in a nail. Visual era. the best way to seize the minds of consumers not only with the language of nails. but also to use the powerful visual hammer. the visual image is like a hammer. faster. and more forcefully establish positioning and lead to customer resonate. The relationship between the visual image and language information like the hammers of the hammer and nails: use visual image. your language nail implanted in the minds of consumers....



Reviews

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