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# INTERACTION OF DESIGN AND BRAND. A LITERATURE REVIEW AND ANALYSIS



GRIN Verlag Gmbh Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 210x152x7 mm. Neuware -Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Mannheim, course: Marketing Research Seminar, language: English, abstract: This seminar paper introduces definitions for design and brand on which to base this research. Next, the brand personality concept and important Gestalt principles will be outlined to serve as a theoretic foundation for...

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