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IMAGEAUFBAU DURCH PRODUKTDESIGN: EINE EMPIRISCHE STUDIE AM BEISPIEL AUTOMOBILDESIGN



Diplomica Verlag Mrz 2010, 2010. Taschenbuch. BookCondition: Neu. 270x190x9 mm. Neuware - In der heutigen Zeit trifft man nahezu überall auf den Begriff Design - von der auffälligen Werbeanzeige eines Chinarestaurants bis zur bunten Schaufensterfront einer Konditorei. Das stetig wachsende Designinteresse ist enorm. Es werden Designhochschulen gegründet, Designer zu Kunstausstellungen geladen und Designmessen veranstaltet. Vor allem im Bereich von Industriegütern erreicht das Wort Design einen zunehmend höheren Status. In der Automobilbranche spielen Designer eine immer wichtigere Rolle und es...

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- Authored by Andreas Ufelmann
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