



The Best in Retail Corporate Identities (Best in...series)

Stafford Cliff

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Given the intense retail competition in today's high streets, it is important that a company has an effective and well-designed corporate identity - one which will draw its customers into the shop or attract them to its product. Providing a resource of new corporate-identity designs, styles and creative techniques, this book looks at over 200 of the world's most famous and successful company images, and includes interviews with leading designers.

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