

Multi-channel marketing, branding and retail design: new challenges and opportunities

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469603&lokasi=lokal>

Abstrak

Recently, many researchers have found that their work crosses the borders of design, branding, and marketing. This orientation finds itself in contrast to the generally discipline-delineated world of academic journal publishing, where cross-sector studies often find difficulties in acceptance (design-based work in marketing being particularly poorly represented). This book focuses on service design, including retail and multi-channel marketing matters pertinent to the current age, where physical contact with consumers has resurfaced as an enduring part of the marketing and branding landscape -- complementary to online and virtual worlds. The span of the text goes from what may be regarded as micro-environmental issues of type design and the semiotics of brand meanings towards macro-environmental concerns of city design and ecological threat, all relative to living within any world (and all worlds) that businesses and consumers may co-create or are invited and welcomed to in their own multi-layered experience.