

origem e evolu das marcas - **intercom** - origem e evolu das marcas desde a antiguidade, nos primeiros modelos de civiliza, escultores e pintores tinham por hbito assinar seus trabalhos expressando caractersticas em suas obras para **instituto de educa** **para** **ba** - **iesp curso de ...** - 2 petit, francesc. fa logo uma marca! osasco/sp: novo sculo editora, 2010 ries, al e ries, laura. a origem das marcas: descubra as leis naturais da inova e da sobrevivncia de **hamard, a.** **3voa de varzim : livraria povoense, 1904 ...** - ries, al ; ries, laura a origem das marcas: as leis de darwin aplicadas inova de produtos e sobrevivncia do seu negcio . cruz quebrada : casa das letras editores, 2005. **como comunicar em franchising - trema** - al ries, e laura ries, a origem das marcas, 2005, casa das letras. al ries, e laura ries a queda da publicidade e a ascenso das relaes pblicas , 2008, 2. ed., casa das letras. **universidade federal de santa maria bibliografia** - universidade federal de santa maria bibliografia departamento: desenho industrial identifica da disciplina: c digo nome (t - p) ddi034 laborat rio profissionalizante identidade ecrica e **personaliza** **de marcas ...** - **insiteo** - sumrio capa autor cria e personaliza de marcas marcos nicolau 3 introduo uma marca tem o valor da sua reputao. **novas estrat** **publicit** **rias na conquista do consumidor ...** - e laura ries (2002), seth godin (2003), entre outros autores, para ento abordarmos as principais ferramentas utilizadas pelas agncias de guerrilha, exemplificando-as com casos de marcas **7. refer** **ncias bibliogr** **ficas - maxwell** - 7. referncias bibliogr ficas aaker, d. a. marcas: brand equity gerenciando o valor de marca. tradu andr andrade. s paulo: elsevier editora, 1998. **343o de eventose** - **esta.ipt** - ries, all e ries, laura, a origem das marcas. lisboa: casa das letras, maro 2005 a “ 1, a edi s lisboa: casa das letras, maro 2005 a “ 1, a edi s carvalho, jos creso e filipe, jos cruz, manual de estrat gia a “ conceitos prtica **escola superior de tecnologia de abrantos - esgt.ipt** - ries, all e ries, laura, a origem das marcas. lisboa: casa das letras, maro 2005 a “ 1, a edi s carvalho, jos creso e filipe, jos cruz, manual de estrat gia a “ conceitos prtica **eo posicionamento da marca pampers no youtube: a constru** **s** **...** - embora haja contradi s sobre a origem das fraldas descartveis, sabe-se que no caso da marca pampers, a inven s atribu da ao engenheiro quimico americano victor mills. **universidade federal do rio grande do sul comunica** **...** - primo (2003) cita uma dupla de pesquisadores da propaganda, al ries e sua filha laura ries, que em 2001 escrevem o livro **as 11 consagradas leis de marcas na internet** **o a minha segunda guerra - pwnload.uol** - ries de tv, que, ao longo dos anos, contribu ram para que a segunda guerra se firmasse como um tema literrio de forte apelo e um gne- ro cinematogr fico prprio. **campanha publicit** **ria para instituto inhotim1 f** - intercom a “ sociedade brasileira de estudos interdisciplinares da comunica s xvii pr amio expocom 2010 a “ exposi s da pesquisa experimental em comunica s **escola superior de tecnologia de abrantos - esta.ipt** - atelier de comunica s iii a “ comunica s empresarial 2/7 pblico-alvo. a comunica s empresarial tem assumido, nos ltimos anos, maior complexidade, n s

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