

PACKAGING

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Packaging Toutes Les Eacuteetapes Du Concept Au Consommateur

**Jean-Jacques Urvoy, Gérard
Caron, Sophie Sanchez**



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Packaging Jean-Jacques Urvoy, Sophie Sanchez, Erwan Le Nan, 2012-03-01 Enjeu stratégique pour l'entreprise le design packaging constitue un support privilégié de l'expression des marques et requiert l'audace des designers et la volonté des chefs de projets. Il relève d'un processus de développement parfois complexe et se *Packaging* Jean-Jacques Urvoy, Gérard Caron, Sophie Sanchez, 2006 Le design packaging est devenu en quelques années un enjeu stratégique. Il est dorénavant le résultat d'un processus qui communique un esprit d'entreprise, une stratégie de marques, des caractéristiques produites et la volonté d'un designer. Assorti d'exemples de cas concrets, d'entretiens, d'anecdotes et de schémas, cet ouvrage fournit une méthodologie en plusieurs étapes pour réussir son projet packaging du concept au consommateur. Il permettra aux entreprises, aux services marketing, aux responsables industriels, aux consultants, aux étudiants et bien entendu aux consommateurs de mieux comprendre ce métier. Un ouvrage de référence pour Comprendre le processus du design packaging Développer un packaging Concevoir un packaging Choisir et travailler avec un prestataire en packaging Accompagner le développement packaging Innover en packaging *Packaging*, 2012

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