

The New Page Layout of
Global Superbrand

赵钧 唐玮 编著
河南美术出版社

超级品牌 新版式



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献给

不断求索的设计界精英

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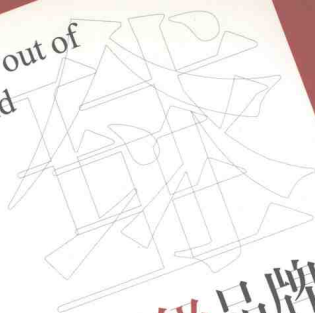
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el área de penalti es su terreno.
Das penalty area ist sein Revier.
 de suela ligera, de rápida comprensión.
Leicht wie eine Feder, schnell verstanden.
 versátil, Raúl siempre es un goleador peligroso.
Vielfältig, Raúl ist immer ein gefährlicher Torschütze.
 no tiene miedo a dejar que sus
Er hat keine Angst
 emociones se desborden.
seine Emotionen zu überlassen.

III apasionado III
passioniert



trabalho de pés primorosamente elegante.
Sein Fußwerk ist elegant.
 movimentos imprevisíveis.
Unvorhersehbare Bewegungen.
 uma vez com a bola,
Einmal mit der Ball.
 Kaká é quase impossível de ser parado.
Kaká ist fast unmöglich zu stoppen.
 a sua antecipação e criatividade levam
Seine Antizipation und Kreativität führen
 o futebol para um outro nível.
das Fußball zu einer anderen Ebene.

III inovação III
innovativ



ballack beeindruckt.
Ballack ist beeindruckt.
 durch außergewöhnliche Leistungen.
durch außergewöhnliche Leistungen.
 durch zweikampfstärke.
durch Zweikampfstärke.
 durch kaltschnäuzigkeit im abschluss.
mit kälteblutigkeit im abschluß.
 ohne große worte.
ohne große worte.
 ein vorbild an disziplin und teamwork.
ein vorbild an disziplin und teamwork.

III engagiert III
engagiert



中村のプレースタイルは、国代表チームの
限界を超える。圧倒的な才能無上の集中力。
素晴らしいチーム志向性。試合への誠実さ。

!!! 律儀誠実であること !!!



il ne s'agit pas de popularité.

ni de faire du spectacle.

zidane est ingénieux, modeste et il garde
les pieds sur terre.

il donne l'exemple, entraînant les autres.
il rétablit la confiance de toute une nation.

!!! authentique !!!



the world's most famous footballer.
beckham's a star on and off the pitch.

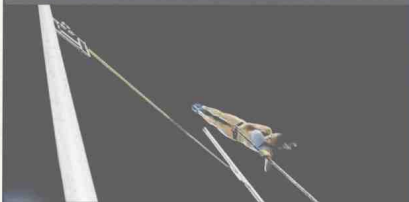
enthusing the masses, with precision passes.
with phenomenal free kicks.

!!! inspirational !!!





corporate governance



group activities

scoring
with our
innovation



adidas Predator Speed

The Predator Speed is a high-top football boot designed for speed and agility. It features a lightweight upper and a responsive midsole, making it ideal for fast-paced play. The boot is available in various colorways, including the white and gold shown here.



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Equipment: Golf Clubs

For the past 10 years, the most significant change in golf club design has been the introduction of the "hybrid" club, which combines the features of a long iron and a wood. The hybrid club is designed to be easier to hit than a long iron, and it provides more forgiveness on off-center hits. The hybrid club is also designed to be more forgiving on off-center hits. The hybrid club is also designed to be more forgiving on off-center hits.



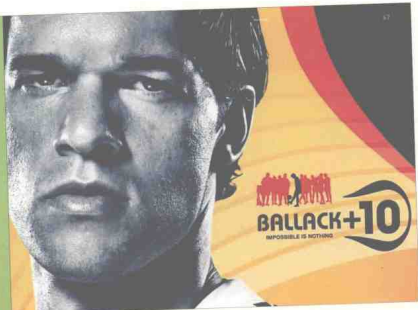
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scoring with our marketing

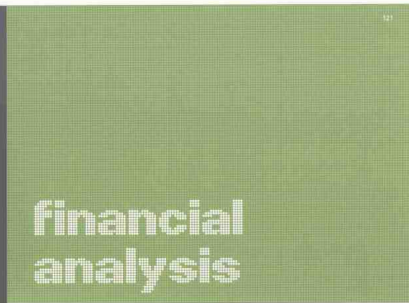
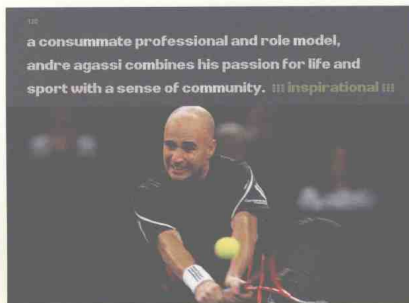
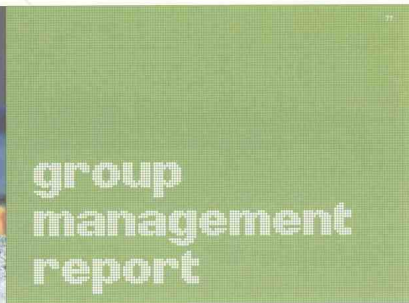
The marketing team at Ballack+10 is responsible for creating and executing marketing campaigns for the company. The team is responsible for creating and executing marketing campaigns for the company. The team is responsible for creating and executing marketing campaigns for the company.



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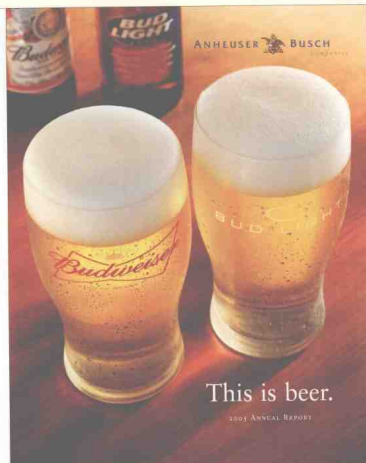


Anheuser-Busch

安海斯-布希（啤酒）2005

世界啤酒酿造巨头安海斯-布希公司于1852年创立。总部位于美国密苏里州圣路易市，是美国最大的啤酒制造商。自1957年以来啤酒产量一直是美国同行业之首，占美国啤酒市场份额的40%，并以绝对优势控制着世界80%的啤酒市场。是《财富》杂志世界500强之一。该公司在亚洲、欧洲和拉丁美洲均有投资，并将产品销售到世界上80多个国家。其产品享誉世界，如Budweiser（百威）、Busch（布士）、Michelob（米歇尔）等，都深受各国消费者喜爱。安海斯-布希公司不仅称雄全球啤酒酿造行业，在其他业务领域也叱咤风云——它是美国最大的主题公园经营企之一，美国最大的铝罐制造业企业之一，也是主要的包装瓶生产企业。

ANHEUSER-BUSCH
Companies



1 Historical highlights
2 Letter to Shareholders
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Book Back Cover Board of Directors

This is
who we are.

Anheuser-Busch's spirit of innovation and passion for what we do have helped the company grow from a local St. Louis brewery to a leader in the global brewing, entertainment and packaging industries.

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