

IMAGE ENGINEERING

形象工程

中国企业跨世纪发展战略

The Strategy of Epoch-making Development of Chinese Enterprise



蔡昌龙◎主编

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广东人民出版社

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形象工程

——中国企业跨世纪发展战略

蔡昌龙◎主编

广东人民出版社

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企业家, 以及为社会创造财富的人们!

蔡昌龙
1998.12.31

HEREBY SINCERELY PRESENT THIS BOOK
TO :

LEADERS AND ENTREPRENEURS WHO
ARE ON THEIR WAY TO LEAD CHINA
ECONOMY INTO A NEW CENTURY AND
THOSE WHO PRODUCE WEALTH FOR THE
SOCIETY!

CAI CHANGLONG
DEC.31.1998

◎ 知识经济时代是脑力优势取代成本优势的时代，知识经济的到来，是人类文明进步的必然结果，也是市场经济趋向成熟的重要标志。

◎ 改革与发展呼唤理论创新。与其他创新相比，战略创新对一个民族的进步来说，更具有战略意义和决定性。

◎ 建立形象工程是推动民族工业从传统工业阶段走向知识经济社会在战略上的创新，是积极推进经济体制和经济增长方式这两个根本性转变的有效措施，是建立现代企业制度的完善和补充。

◎ 知识不是个人的财富，科学的东西需要宣传，只有社会接受，才能推动生产力的发展。

◎ 此书凝聚着国内外 CI 战略专家、学者的智慧，是社会各届共同分享的“经济文化”财富。

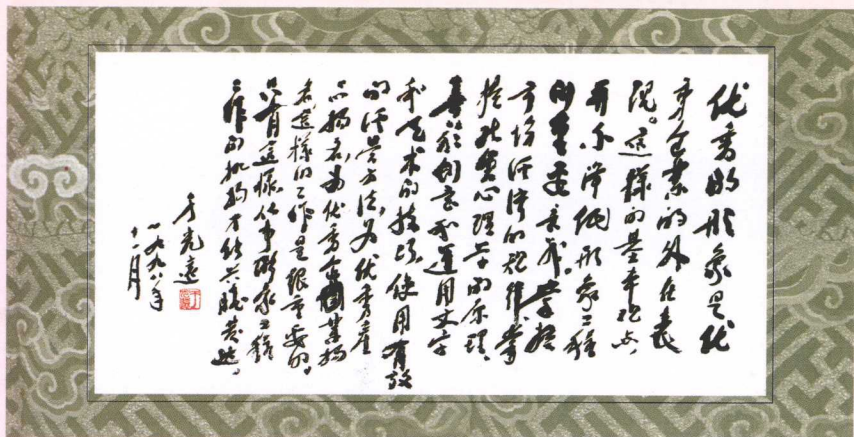
◎ Knowledge economy times means the coming of a new times that mental priority has advanced beyond the cost priority its presentation is not only the inevitable result of human civilization and development, but an important and mature symbol of the market-oriented economy trend.

◎ Compared with other innovations, the strategy innovation has significance and decisiveness for the progress of a nation.

◎ To complete the image engineering is the strategic innovation on the way to progressing the national industry's movement from traditional industry stage into that of knowledge economy, the effective measure of promoting the two fundamental alternations of economy structure and economic growth way, the perfecting and supplement of founding modern enterprise regulations.

◎ Knowledge is not private wealth, scientific things should be publicized, and only with propaganda, can they be accepted by the society, and can they propel the productive forces forward.

◎ The publishing of this book, is the embodiment of the crystallization of the experts and scholars in ci strategy at home and abroad, is the wealth of "economic culture" shared and enjoyed by all circles of the society.



优秀的形象是优秀企业的外在表现,这样的基本观点并不降低形象工程的重要意义。掌握市场经济的规律、掌握创意和运用文字和艺术的技巧,使用有效的经营方法,为优秀产品扬名,为优秀企业扬名,这样的工作是很重要的。只有这样,从事形象工程的机构才能兴旺发达。

于光远 一九九八年十一月

原中国社会科学院副院长于光远先生为《形象工程——中国企业跨世纪发展战略》题词

AN OUTSTANDING IMAGE IS AN EXTERNAL EMBODIMENT OF EXCELLENT ENTERPRISE. SUCH BASIC VIEWPOINT DOES NOT DEDUCE THE IMPORTANT SIGNIFICANCE OF THE IMAGE ENGINEERING. UNDERSTANDING AND MASTERING THE RULE OF THE MARKET-ORIENTED ECONOMY AND THE PRINCIPLE OF SOCIAL PSYCHOLOGY, BEING CREATIVE AND BEING SKILLFUL IN USING THE LANGUAGE AND ART, AND ADOPTING EFFECTIVE OPERATION METHODS, MAKING FAME FOR QUALITY PRODUCTS AND FOR EXCELLENT ENTERPRISES, THOSE ARE VERY IMPORTANT. ONLY BY THIS WAY, CAN THOSE AUTHORITIES UNDERTAKING THE IMAGE ENGINEERING BE PROSPEROUS.

YU GUANGYUAN NOV. 1998

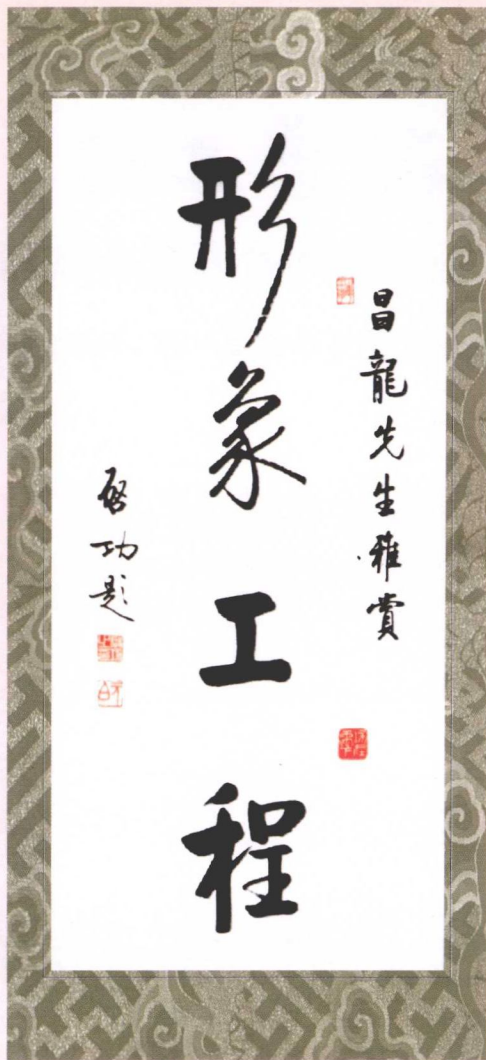
The inscription of Mr. Yu Guangyuan, the former vice-Principle of Chinese Academy of Sciences, for the Book of Image Engineering—The Strategy of the Epoch-Making Development of Chinese Enterprises





蔡昌龙和于光远在一起

Mr.Cai ChangLong and Mr.Yu GuangYuan



原中国书法家协会主席启功先生
为《形象工程——中国企业跨世纪发展战略》题写书名

Image Engineering

--by Qi Gong

To Mr.CaiChangLong refined tastes.

The title of the. 《Image Engineer--the strategy of Epoch-marking development of Chinese enterprise》 was written by Qi Gong,former. President of Chinese calligraphers' assoniation



形象工程

中國企業跨世紀發展戰略

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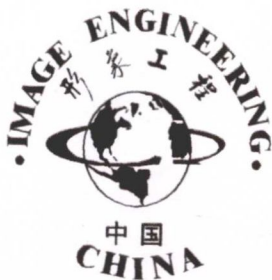
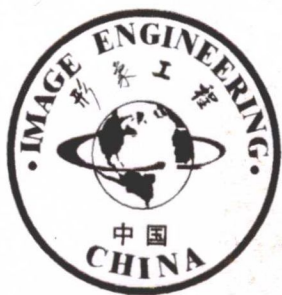
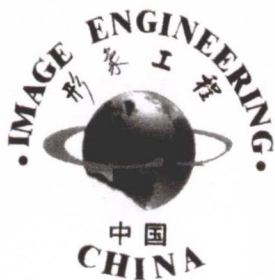
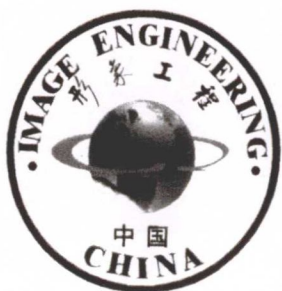
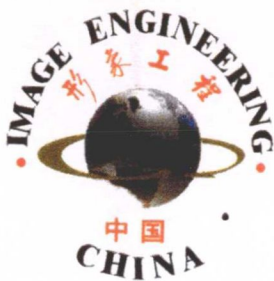
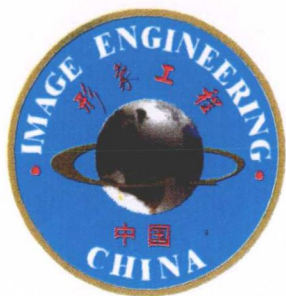
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This was the one of the works designed for Henan RuYang DuKang (group) corporation by Cai Changlong.





蔡昌龙为形象工程设计的标志

This Logo Designed for "Image Engineering" by Cai Changlong.





蔡昌龙

Cai ChangLong



蔡昌龙和张炯在一起

Mr · Cai ChangLong and Mr · ZhangJiong



左起：秦麟征、贺懋桦、蔡昌龙、林磐耸

from left to right, Mr. Qin Linzheng, Mr. He Maohua, Mr. Cai Changlong and Mr. Lin Pansong.