



胡晓云品牌研究工作室

垄断的理由

The Reason of Monopolization

◆ 金小科 著

——国际IT业十大实力品牌发展战略

*Studies
on
10
International
Mighty
IT
Brands'
Developing
Strategies*

品
牌
榜
样

◆ 浙江大学出版社



胡晓云品牌研究工作室

◆ 主编 胡晓云

The Reason of Monopolization

垄断的理由

—— 国际IT业十大实力品牌发展战略

Studies

◆ 金小科 著

on

10

International

Mighty

IT

Brands'

Developing

Strategies

浙江大学出版社

图书在版编目(CIP)数据

垄断的理由：国际IT业十大实力品牌发展战略/
金小科著. —杭州：浙江大学出版社，2003.6

(品牌榜样/胡晓云主编)

ISBN 7-308-03272-8

I. 垄… II. 金… III. 信息技术-高技术产业-企
业管理-研究-世界 IV. F49

中国版本图书馆CIP数据核字(2003)第015296号

《品牌榜样》丛书 胡晓云 主编

垄断的理由

——国际IT业十大实力品牌发展战略

金小科 著

责任编辑 张节末

美术编辑 刘依群

出版发行 浙江大学出版社

(杭州浙大路38号 邮编310027)

(E-mail: zupress@mail.hz.zj.cn)

(网址: <http://www.zjupress.com>)

制 版 杭州天一图文制作有限公司

印 刷 杭州市长命印刷厂

开 本 850mm×1168mm 1/32

经 销 全国各地新华书店

印 张 11.5

字 数 307千字

印 数 0001-5000

版 次 2003年6月第1版

印 次 2003年6月第1次印刷

书 号 ISBN 7-308-03272-8/F·434

定 价 28.00元

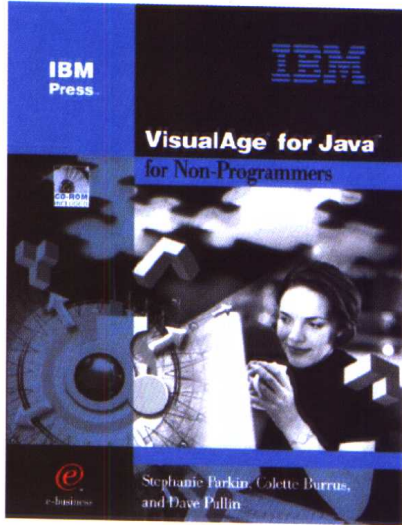
垄断的理由

——国际IT业十大实力品牌发展战略

品
牌
风
采



△IBM电子商务广告—@glory(21)



△电子商务广告—IBM Press(22)



△电子商务广告—“websphere”(23)

彩图相关研究文字链接括号内页码

The Reason of Monopolization

垄断的理由

—— 国际IT业十大实力品牌发展战略



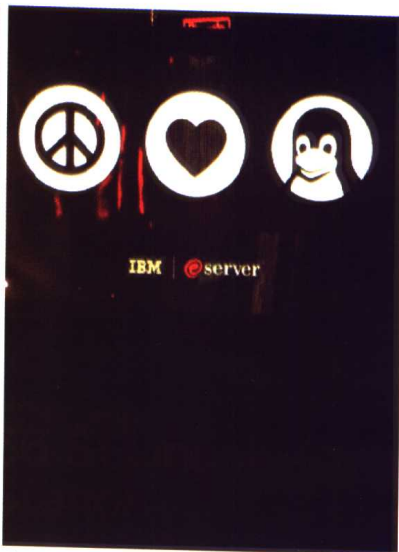
13300 ThinkPad 现在人人轻松拥有，您还望望吗？



ThinkPad 系列广告(34)

ThinkPad 系列广告(34)

△IBM 笔记本广告(34)

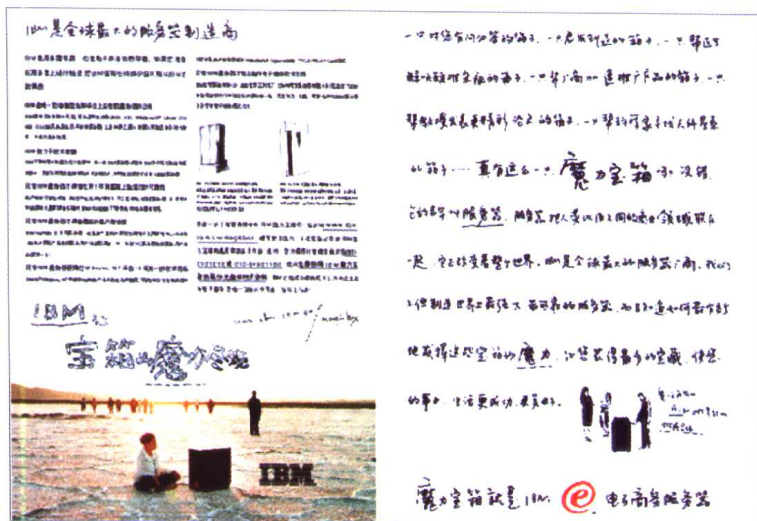


△e-SERVER 广告(25)



△IBM THINKPAD 系列广告(34)

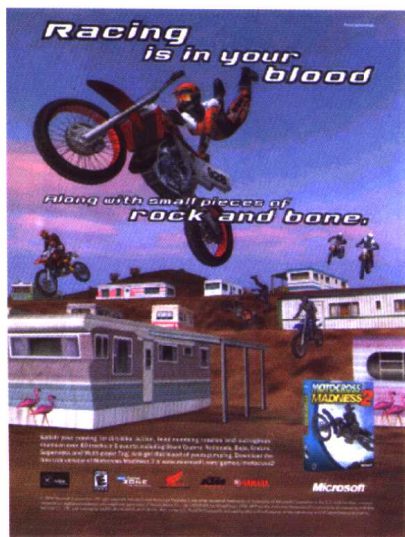
—— 国际IT业十大实力品牌发展战略



△IBM的“魔力宝箱”系列电子商务服务器广告,同样用中文的手写体来表现一种轻松、友善的品牌形象,与全球策略中的英文手写体实有异曲同工之妙。(26,32)



△早期的微软广告(45)



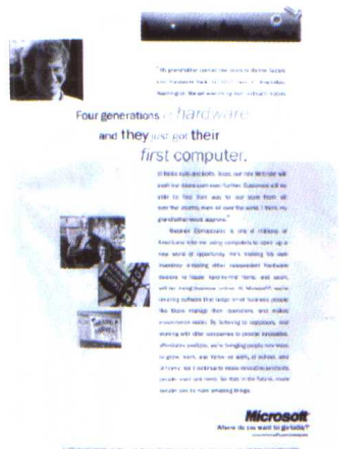
△微软 XBOX 广告(63)

垄断的理由

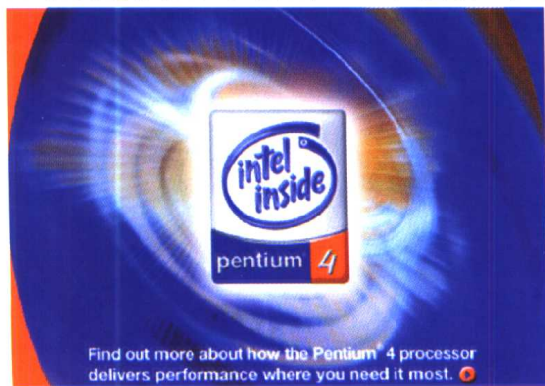
—— 国际IT业十大实力品牌发展战略



△ Windows NT 广告 (56)



△ “今天你想去哪里？”广告 (61) △ 比尔·盖茨本人在为视窗 XP 做广告 (58)



◁ “Intel inside” 奔腾 IV 处理器广告 (96)

品
牌
风
采

The Reason of Monopolization

垄断的理由

—— 国际IT业十大实力品牌发展战略



◁ 兔人和顾客亲密合影(92)



◁ 多种型号的英特尔产品展示(86)

desktops



△ DELL 广告中的“Intel inside”(97)



△ “速度之门—英特尔”广告(77)

垄断的理由

—— 国际IT业十大实力品牌发展战略

BE DIRECT™
DELL®
www.dell.com

◁ 戴尔网上直销链接图案(121)

品/牌/风/采

The Reason of Monopolization

极具特色的戴尔▷
广告(125)

Ultimate performance and
multimedia action in a
desktop computer!



Dell Dimension 8200 Desktop.
P4 2.40GHz/256MB/40GB -
\$1059.00

Processor: Intel Pentium 4
2.40GHz
Memory: 256MB
Hard Drive: 40GB
Price: \$1059.00

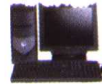
DELL cobalt DELL
Christmas Offers



Dell Latitude C200 14.1" TFT
Intel Pentium III 1666 Processor
256Mb Memory, 20Gb Hard Drive,
56K Internal Modem, LAN,
Windows 2K Operating System,
3 Yr. OnSite Warranty, Carry Case
£1100.00 + vat



Dell Dimension 8200
Intel Pentium 4 1.70G Processor,
256Mb Memory, 40Gb Hard Drive,
56K Internal Modem, 16 Speed CD/DV,
17" Dell Monitor, Win 2K or ME
1 Year International Collect and Return
£780.00 + vat



Dell Optiplex Tower or Desktop
Intel Pentium III 833 Processor,
128Mb Memory, 20Gb Hard Drive,
LAN, 17" Dell Monitor,
Windows 2000 Operating System,
3 Year On Site Warranty
£499.00 + vat

**Large
Stocks
Available**

http://www.cobalt-uk.com
0113 2927722
enquiry@cobalt-uk.com

REPRODUCED WITH THE PERMISSION OF DELL

DELL Buy Online or Call 1 800 WWW.DELL

Choose A Country/Region
United States

Easy as Dell.

Online Shopping

- Consumer Home & Office Office
- Business Small Business Medium & Large Business
- Public State & Local Government Federal Government Education Healthcare

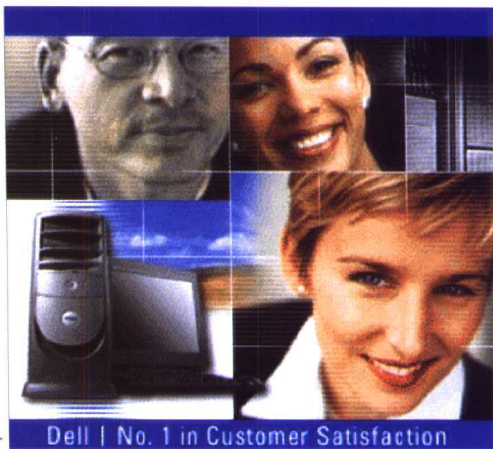
Easy to Expand, Easy to Afford

- Servers & Storage** Select and configure the server and storage solution that meets your needs.
- Networking & Peripherals** Select and configure the networking and peripheral solutions that meet your needs.
- Software & Services** Select and configure the software and services that meet your needs.

戴尔网站(123)▷

垄断的理由

—— 国际IT业十大实力品牌发展战略



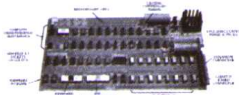
戴尔的“满意服务”运动(118)▷



◁ 苹果 2 号广告(140)

Apple introduces the First Low Cost Microcomputer System with a Video Terminal and 8K Bytes of RAM on a Single PC Card.

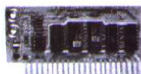
The Apple II computer system is the first low cost microcomputer system to offer a video terminal and 8K bytes of RAM on a single PC card. The Apple II computer system is the first low cost microcomputer system to offer a video terminal and 8K bytes of RAM on a single PC card. The Apple II computer system is the first low cost microcomputer system to offer a video terminal and 8K bytes of RAM on a single PC card.



Apple Computer Company • 7700 Bayview Rd. • Palo Alto, CA 94303 • (415) 753-4241

The Apple II computer system

The Apple II computer system is the first low cost microcomputer system to offer a video terminal and 8K bytes of RAM on a single PC card.



Prices	Starts at
Apple II computer system with 8K bytes of RAM	\$1,295
Apple II computer system with 16K bytes of RAM	\$1,495
Apple II computer system with 32K bytes of RAM	\$1,695



Apple Computer Company • 7700 Bayview Rd. • Palo Alto, CA 94303 • (415) 753-4241

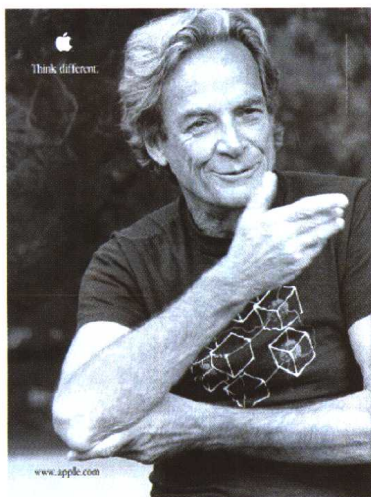
◁ 苹果电脑的早期广告 (140)



leave your mark.



△“留下你的印记”(156)



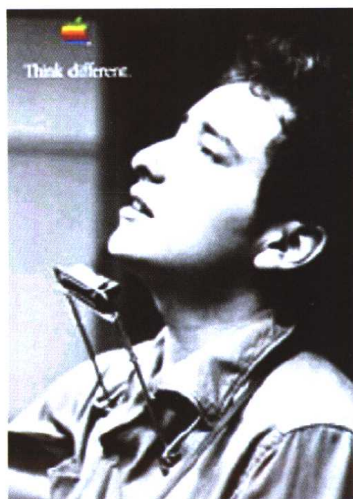
△Think Different(1)(162)

Welcome,
IBM.
Seriously.

Welcome to the most exciting and important marketplace since the computer revolution began 35 years ago.
And congratulations on your first personal computer.
Putting real computer power in the hands of the individual is already improving the way people work, think, learn, communicate and spend their leisure hours.
Computer literacy is fast becoming as fundamental a skill as reading or writing.
When we invented the first personal computer system, we estimated that over 140,000,000 people worldwide could justify the purchase of one, if only they understood its benefits.
Next year alone, we project that well over 1,000,000 will come to that understanding. Over the next decade, the growth of the personal computer will continue in logarithmic leaps.
We look forward to responsible competition in the massive effort to distribute this American technology to the world.
And we appreciate the magnitude of your commitment.
Because what we are doing is increasing social capital by enhancing individual productivity.
Welcome to the task.



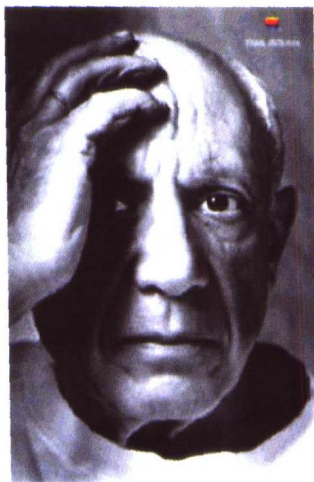
△“欢迎 IBM”(148)



△Think Different(2)(162)

垄断的理由

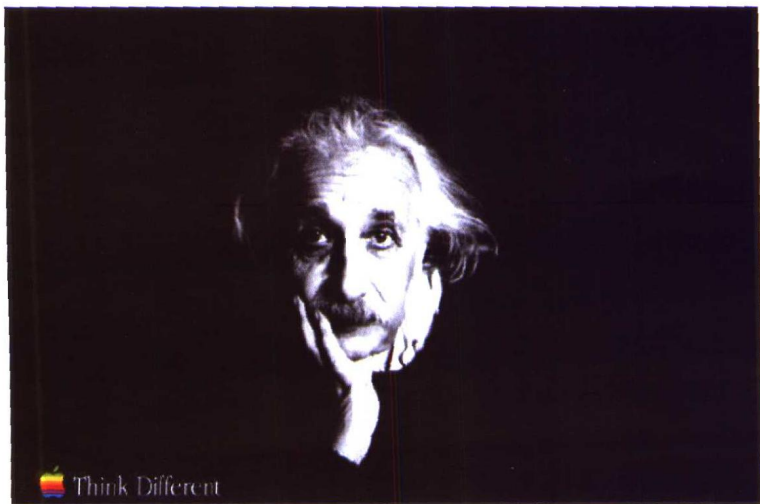
—— 国际IT业十大实力品牌发展战略



△Think Different(4)(162)



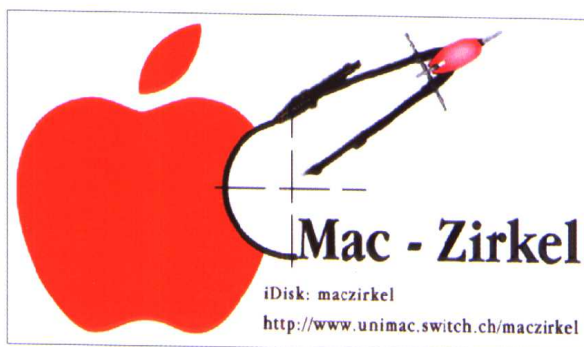
△Think Different(3)(162)



△Think Different(5)(163)

垄断的理由

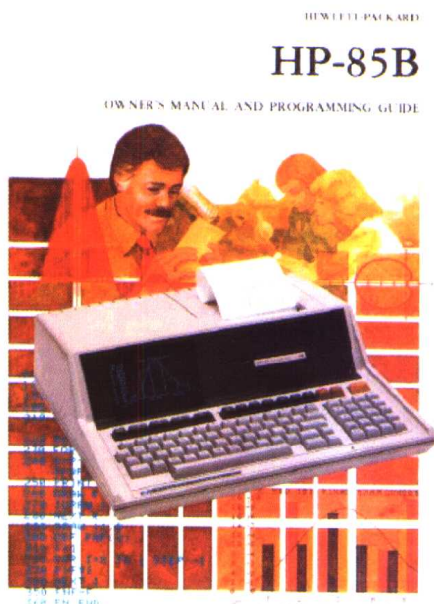
—— 国际IT业十大实力品牌发展战略



△“Mac-Zirkel”广告(168)



△“创新者”印刷广告(198)



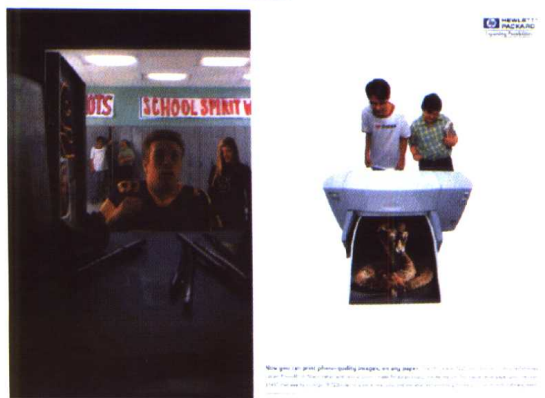
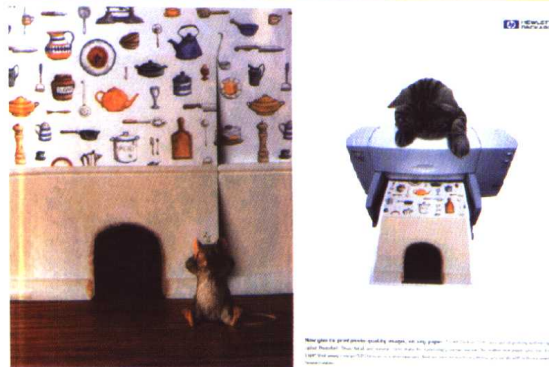
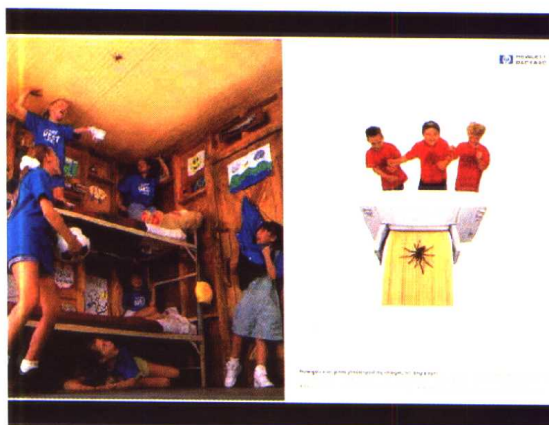
早期打印机广告(180)▷

品
牌
风
采

The Reason of Monopolization

垄断的理由

—— 国际IT业十大实力品牌发展战略



◁幽默的“真假”系列打印机广告(195、196)

垄断的理由

——国际IT业十大实力品牌发展战略



◁“基础篇”广告(204)

infrastructure: it starts with you.



品
牌
风
采



3210“随心换
彩壳”(221)



8855“简约见卓
越”系列广告

The Reason of Monopolization

垄断的理由

—— 国际IT业十大实力品牌发展战略



△8850“非一般尊崇感受”(229)



△8250“生活充满激情”(222)