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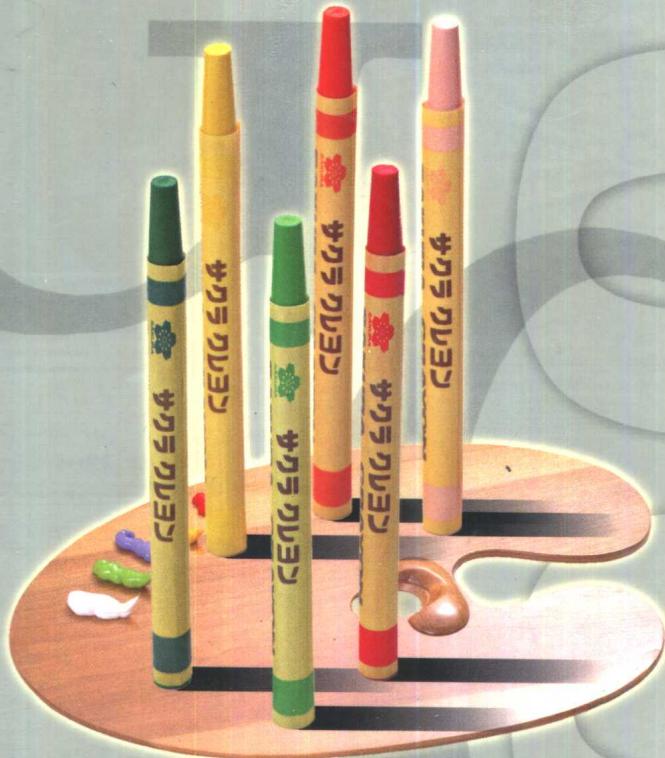
成功案例丛书

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# 成功广告案例评析

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中国商业出版社

成功案例评析丛书

# 成功广告案例评析

孔祥宇 张玉荣 编著  
成华军 张振华

中国商业出版社

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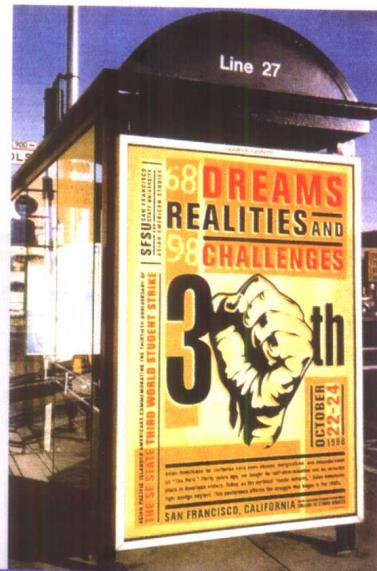
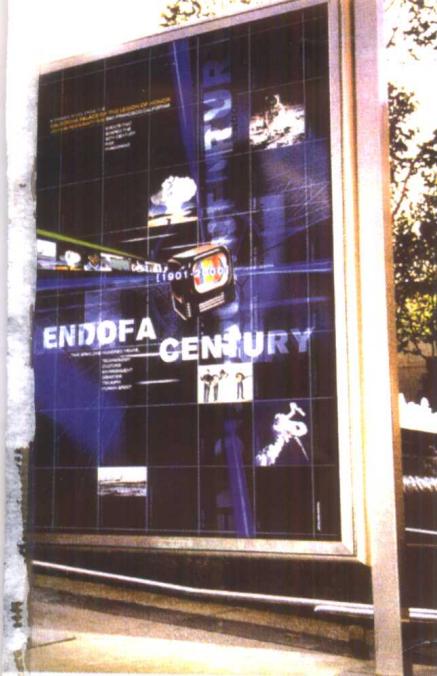
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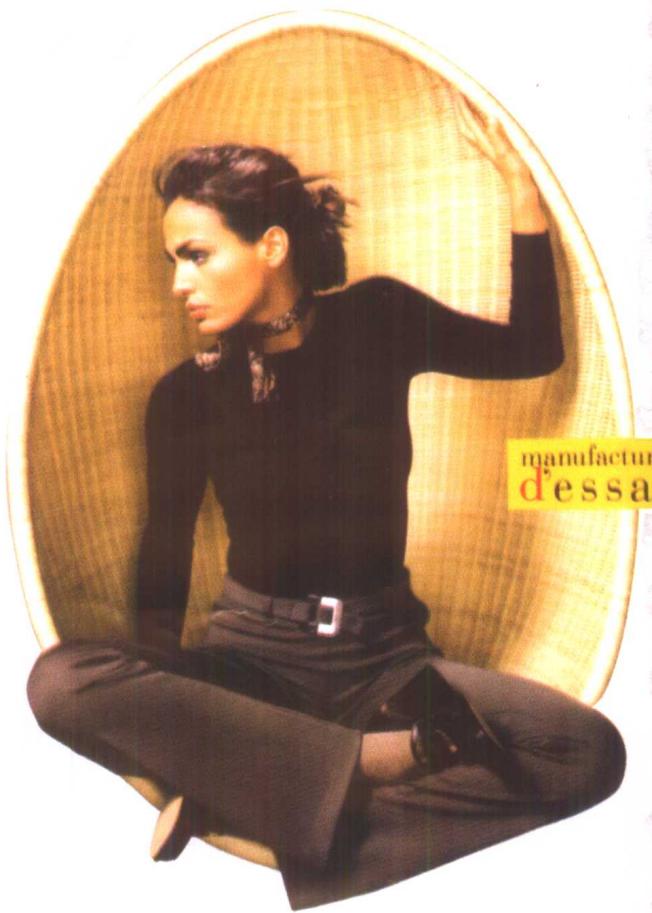
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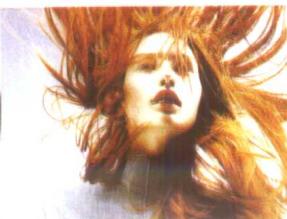
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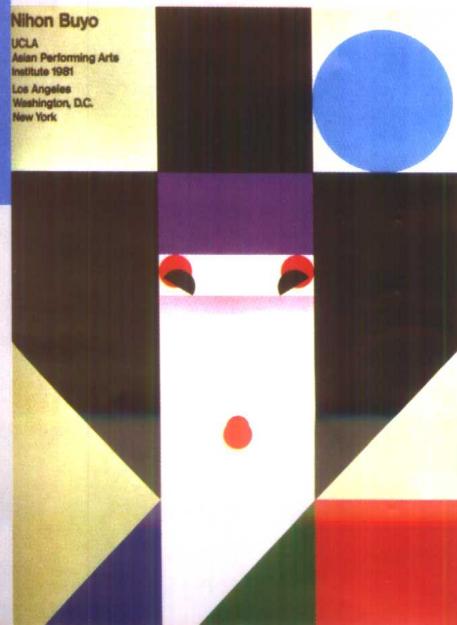
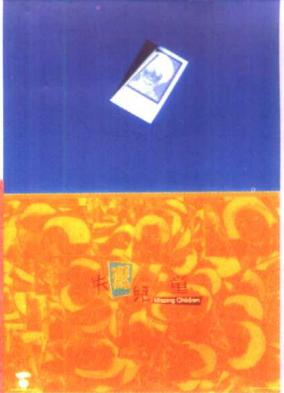
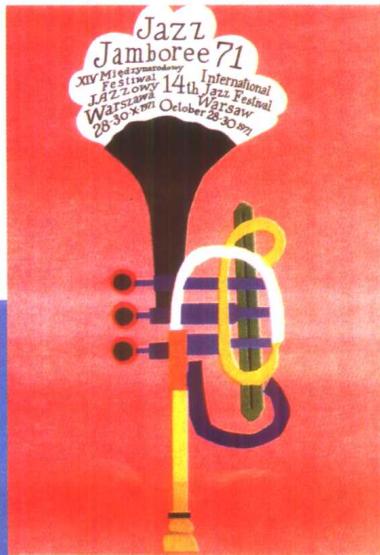
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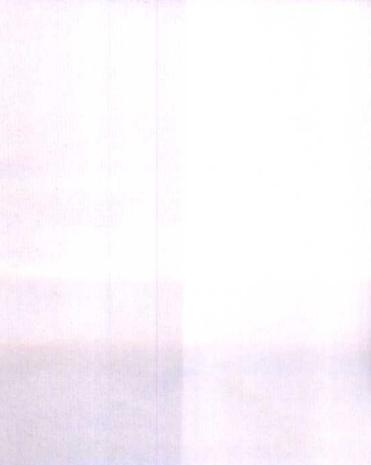
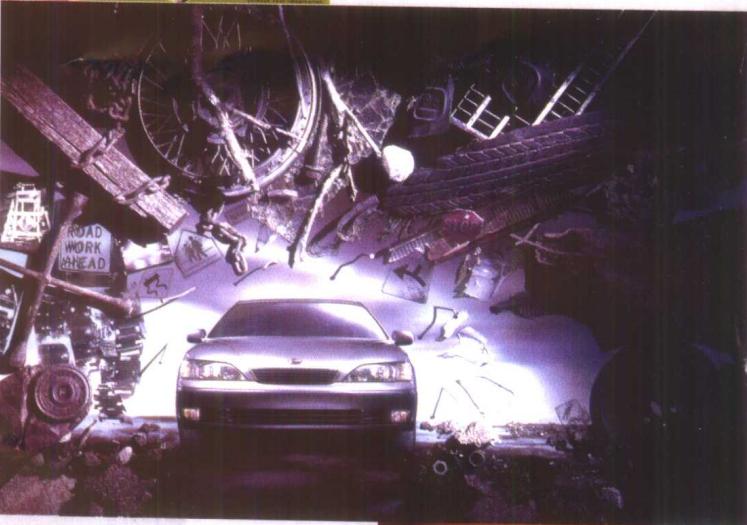
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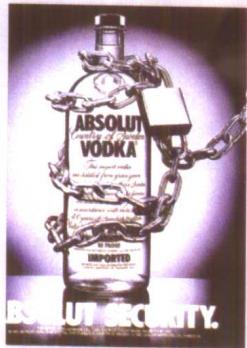
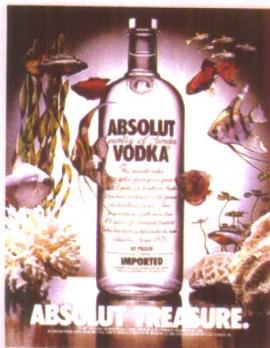
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# VUEGO SCAN

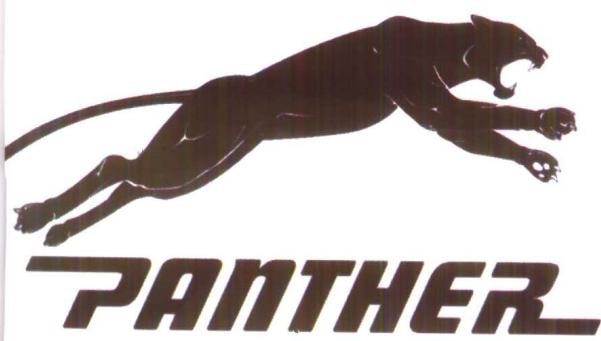
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## ARTS!LEISURE

BEAUTY IN BLACK

The New York Times  
Page 1

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### RiskyBusiness

Petting a skunk may be risky. Pictures often have to petrify to protect their image—and those pictures won't stand up to real drinking water. Just take it from a skunk farm with thousands of them.

A skunk's coat is made of hair and fat. When it gets wet, the fat melts and the hair becomes brittle. This causes the skunk to lose its protective layer. The skunk then becomes more vulnerable to predators like foxes, coyotes, and bears. Foxes can eat a skunk's entire body, while coyotes and bears will eat only the skunk's liver and kidneys. Bears also enjoy skunk fat.

Skunks are very territorial animals. They mark their territory by spraying urine on trees and rocks. This smell can last for weeks or even months. Skunks also spray urine on people who get too close to them. This is called "skunking".

Skunks are found in North America, Europe, Africa, Asia, Australia, and South America. They are most common in North America, where they are found in every state except Hawaii. Skunks are also found in Australia, New Zealand, and South America.

Skunks are usually nocturnal, but they may be active during the day if there is no food available. They are also known to be very territorial, especially during the breeding season. During this time, male skunks will fight other males over females.

Skunks are a valuable resource for the fur industry. Their pelts are used for coats, hats, and bags. Skunks are also used in the medical field, particularly in the development of rabies vaccines.

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## THE ARTS

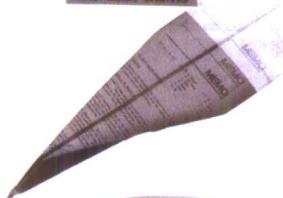
BEAUTY AND SPLENDOR OF INDIAN DANCE

**P**erformed by the Indian Dance Ensemble of India, this program features the traditional dances of India. The ensemble includes performers from various regions of India, including Odisha, Rajasthan, Maharashtra, and Karnataka. The program includes a variety of dances, such as the Kuchipudi, Bharatanatyam, and Mohiniyattam. The ensemble's performance is a celebration of the rich cultural heritage of India.

The Indian Dance Ensemble of India is a non-profit organization dedicated to preserving and promoting the traditional dances of India. The ensemble performs at various venues throughout the United States and abroad. The ensemble's performances are a blend of traditional and contemporary elements, showcasing the beauty and complexity of Indian dance.

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## SPORTS!THURSDAY

JAZZ DANCE

The New York Times



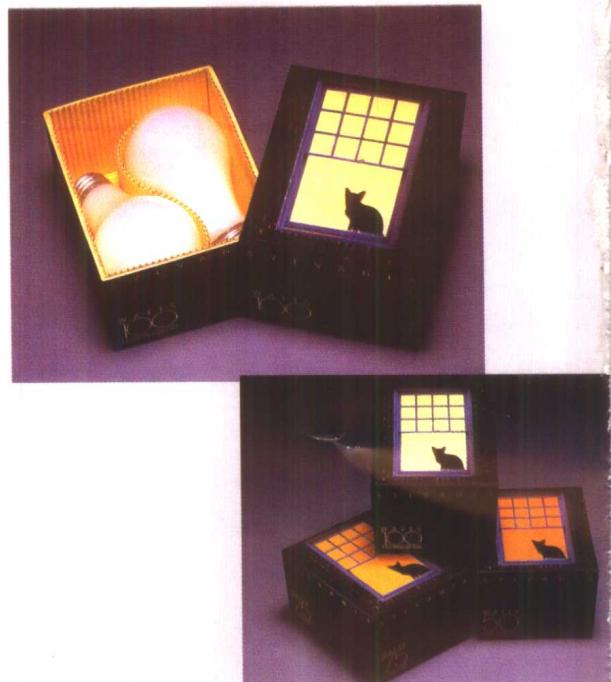
THE NEW YORK TIMES

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## 产品包装 创意



# 《成功案例评析》丛书编委会

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## 总序

案例教学法，最著名的当属哈佛商学院的MBA案例教学法。用此种方法，哈佛培养出了许多世界一流的管理大师。当今地球村中最令人羡慕的职业之一——著名跨国公司的CEO，许多人都出身于哈佛商学院。哈佛商学院自然声名鹊起，哈佛商学院的案例教学法，也被视为培养高级管理人才最成功的方法。

案例教学法是否始自哈佛商学院，我没有考证过，但案例教学法因哈佛商学院而闻名却是无人质疑的。当人们津津乐道哈佛与哈佛的案例教学法时，我却想起了另外一些事情。孙子编《十三篇》时，只是写了一些战法，没有写战例，因为那时战例还积累得不多，但当明人编写兵书时，就出来了《百战奇略》，每一战法都配有一个战例，作为将军们的读物和培养将军的教科书是再好不过的了。哈佛的案例教学法是否源自《百战奇略》的战例教学法或由其脱胎而来，我不得而知，但我想不管是战例教学法，还是案例教学法，作为培养实践型人才的一种有效的方法，是不会错的。这点已被历史和现实证明。

人们常把商场说成战场，把商业竞争说成商战，我想其含义大概在于其残酷性。优胜劣汰，少数人成功，多数人失败，开始时诸侯纷争，最终只是几强称霸。世界商战史上的钢铁行业、石油行业、汽车行业，其纷争莫不如此。新兴的IT业也正重复上演着这一剧目，只不过大幕刚刚拉开而已。

如何在残酷的竞争中生存发展下去，除了具有必要的管理技能之外，更要有管理才干。要增长才干，系统的理论学习固

## \*\*\* 成功广告案例评析

然重要，更重要的是在实践中学习。但是每个人的实践局限性是很大的，不可能事事亲历，案例学习就提供了一个极好的方法。置身案例的背景、环境中，分析利弊得失，制订应对策略，推测发展结果；经过这样大量案例的学习训练，读者的头脑中就储备了丰富的应对策略，在实践中遇到类似的问题，就多了几条备选方案。这正是本套丛书编写者的初衷。当然，“尽信书则不如无书”，不可像赵括用兵那样生搬硬套。时过境迁，背景、环境、条件、人物都发生了变化，过去的战略、策略和技巧未必适合今天，还是要具体问题具体分析。我们相信，随着读者才干的增长与经验的积累，会创造出更为辉煌的业绩，用自己的经营实践，书写出更为经典的案例，在比尔·盖茨、亚科卡、李嘉诚、包玉刚等名字的后面，增加更多为世人景仰的名字。

本书在编写时，采用案例加评析的方法。案例的叙述力求做到客观、具体，脉络清晰，便于读者自己进行分析；评析力求一针见血、矢中中的，给读者以启发。为了便于企业管理者参考，我们编写了实务进阶，对每书所涉及的领域内的技能与技巧，作了较为系统的介绍。

以加入WTO为新的发展契机，21世纪的中国将继续在改革与开放中保持国民经济的稳步快速发展，这一进程为当代人提供了更为广阔的舞台。我们相信，在这个舞台上一定会上演出更多、更为壮观的剧目。

李伟敏

2001年4月15日

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