

# Read Histoires Insolites Des Marques Le Livre En Ligne PDF EPUB Mobi- Anaïs Bouissou



**Read Histoires insolites des marques Anaïs Bouissou le livre en ligne PDF EPUB mobi**, Savez-vous que le créateur de la marque « Petit Navire » est mort... dans un naufrage pendant la guerre ? Que les biscuits « BN » étaient, à l'origine, des « pains de guerre » destinés aux Poilus ? Qu'au moment de sa création, en 1968, la marque « Président » était un hommage au général de Gaulle ? Ou que le créateur des supermarchés « Auchan » a choisi ce nom en A pour être plus visible dans les annuaires téléphoniques ? Et avez-vous la moindre idée de l'origine du nom « Numéro 5 » de Chanel ? Autant d'anecdotes, de faits curieux et de petites histoires insolites sur les grandes marques d'hier à aujourd'hui. Ce livre est un voyage dans les coulisses de la société de consommation. On y découvre des entrepreneurs ambitieux, des idées marketing géniales qui ont su saisir l'air du temps. Voici l'histoire, passionnante et surprenante de marques et de produits qui sont devenus cultes.

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