



# Corporate Interiors

## Basics, Components, Examples

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- Practical handbook for designers and companies
- International overview with more than 100 examples

Today, well-designed spaces are essential for every company. They have an inside and an outside effect and create interaction between employees and customers. The better they feel, the more emotional the connection to the company and the brand can be. As a result, the importance of corporate interiors as a marketing tool is rapidly increasing. This book on the basics of corporate design shows the most important premises for the conception of interiors and gives a general overview of the topic with more than 100 examples. It contains detailed presentations including plans and projects in the following fields: retail/shop/stores, hotels/gastronomy/leisure/education, office and manufacturing. The book looks at both small and large companies.

Text in English and German.

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