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THE BIG CAR CON (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English. Brand new Book. 'The Big Car Con' is a discussion of modern automotive design. 1. It considers car design first from the point of view of the marketing department, who want to make maximum money for the minimum of product. It illustrates the ploys used to persuade us to make buying decisions with our emotions rather than with our intelligence. 2. Then it considers design from the point...

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- Authored by Chris Rainsford
- Released at 2013



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Reviews

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Great e book and useful one. Of course, it really is engage in, continue to an amazing and interesting literature. You wont sense monotony at anytime of your time (that's what catalogues are for regarding if you request me).

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