



Designing Brand Identity: An Essential Guide for the Whole Branding Team

By Alina Wheeler

Wiley. Hardcover. Book Condition: New. Hardcover. 326 pages. Dimensions: 11.2in. x 8.9in. x 0.9in. A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand. From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class. Updated to include more than 35 percent new material. Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



READ ONLINE
[4.83 MB]

Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.

-- **Blanca Davis**

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.

-- **Prof. Dan Windler MD**