Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)

Synopsis

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience. A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications-brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others-while benefiting from the thoughtful commentary and full-color branding work of award-winning designers and creative directors worldwide.

Book Information

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Customer Reviews

I really enjoyed this book. It is very concise and to the point.This is a book of examples, case scenarios of branding strategies.

There were some chapters that need to be update to today's marketing. There was stuff about how brands should stick with one category for product and that is not how things are done anymore. Many companies are cross-marketing into other types of products.

I am studying a master on marketing, the course I am taking right now is "Branding". I found this book very interesting, because it complements my knowledge but from a designer's point of view. It is very clear and the examples are real. I love it is not black and white, it is color which I find very important when it is design related material.

This book is a great tool for any designer looking to learn more about brand solutions! get it, you won't regret it!

I have been creating and teaching about brand experiences for almost twenty years and Robin Landa's book is the best I have ever read.

Good condition when purchased.

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