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Strictly speaking, brands do not exist. So begins the foreword to Debbie Millman's Brand Thinking and Other Noble Pursuits, a marathon of inspiring interviews with brand and design s

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Having read Naomi Klein's No Logo several years ago and been stirred by her central thesis, we were cautious

about Debbie Millman's Brand Thinking, but it didn't take long before we realized that the subtitle "and Other Noble Pursuits" was rather tongue-in-cheek. When Millman says "brand thinking

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Brand Thinking and Other Noble Pursuits Book Review

Brand Thinking and Other Noble Pursuits is valuable primarily for those particularly interested in what the gurus of the branding industry have to say about where branding was in the past, where it is now, and the directions it could go.

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