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## Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands

By Millman, Debbie

Rockport Publishers, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!

Summary: "A collaboration between the students and faculty of School of Visual Arts (SVA) in New York City, this book, edited by Millman (chair, masters in branding program, SVA; Brand Thinking and Other Noble Pursuits ), investigates, first, how brands and branding became such an integral and ubiquitous aspect of advertising and, second, how brands are crafted. Early chapters trace the origins of commercial art, trademarks, and conspicuous consumption in Europe. Later chapters outline how branding has developed as an extension of the U.S. marketing industry. There is discussion of Ivory Soap, Band-Aids, Lacoste sportswear, MTV, Google, and Oprah, among many brands. The particular challenges of establishing a completely new product or service are also addressed. The final chapters are made up of brief interviews with brand consultants or managers about design. VERDICT: A well-researched and accessible how-to and history. Besides attracting marketers and entrepreneurs, the book's 300 illustrations (many ads and product images) will also appeal to commercial artists and graphic designers." - Library Journal.



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