

<<What Is Branding什么是品牌设计>>

图书基本信息

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内容概要

It is an exciting time for branding. As everything becomes global, good branding becomes more crucial. What is Branding? is an accessible guide that makes sense of this complex subject. It explores the process of branding, and shares insights that can be applied to practical challenges. Outlining the components of branding (positioning, storytelling, design, price, and relationships), what it can be applied to, and what it can achieve, What is Branding? will help ensure the success of branding for any product, service, person, or place. Case studies included in the international portfolio of campaigns explain what makes them work, why they matter, and what can be learnt from them. Analysis focuses both on design know-how and on theory, looking at how professionals wrestle with abstract notions of perception, culture, and love while at the same time solving the nuts-and-bolts problems of package design, sign making, and web technology.

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作者简介

Matthew Healey (New York, NY) is a brand consultant and graphic designer. He has worked on several successful branding and design projects in Eastern Europe and the USA.

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书籍目录

Issues What is branding? What branding does Who owns the brand? The brand development process
Consistency and change Design in branding Branding, advertising, public relations, and marketing
Storytelling, experience, and emotion Authenticity Brand discovery The lifetime brand: reality or myth?
Brand extensions, associations, and co-branding What else can be branded? Women and men
Globalization Trademark protection and intellectual property Brand valuation Causes and advocacy
Power of the consumer Brand consulting and the future of brands Anatomy Core benefits and positioning
Insight Ideas Values Lifestyle Brand personality Product design Name Logo Color Typeface
Visual style Graphic motifs Sound, smell, taste, touch Packaging Merchandise, environments, and
signage Price positioning Advertising Publicity and public relations Alternative marketing Ambassadors
and internal branding Customer support Fast-moving consumer goods Durable goods Services
Organizations Places Portfolios and case studies Landor Associates Fitch Hanson Dodge Creative
Inaria Interbrand Irving Lippincott Mercer Minale Tattersfield Design Strategy Tipping Sprung
Pentagram Oskar: Retail experience Horizon Fitness: Product rebranding Lago di Garda: Place rebranding
Florida Blue: Brand extension Mini Cooper: Brand revival Carluccio's: Storytelling IEEE: Naming Etcetera
Glossary Bibliography Index Credits

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