



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 brandFrom 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 worldclass 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-classUpdated to include more than 35 percent new materialOffers 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.



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