[PDF] Designing Brand Identity: An Essential Guide For The Whole Branding Team, 4th Edition

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Description:

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand

From 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 world-class 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-class
- Updated to include more than 35 percent new material
- Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

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