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Brand Atlas: Branding Intelligence Made Visible

By Alina Wheeler, Joel Katz

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Brand Atlas: Branding Intelligence Made Visible, Alina Wheeler, Joel Katz, "Carrying through Alina Wheeler's trademark of beautiful layout and design, the book takes you on a journey through just about every important element of branding you could think of, from passion to positioning." -The Influential Marketing Blog (May 2011) A company's brand is its most valuable asset. Wheeler takes the most seminal tools used by a wide variety of thought leaders and practitioners and makes the information understandable, visible, relevant, exportable and applicable. With her best-selling debut book, Designing Brand Identity (Wall Street Journal, Best-Seller, Spotlight 1/23/2011), now in its third edition, Alina Wheeler reinvented the marketing textbook using a straightforward style to help demystify the branding process. This new offering from Wheeler, Brand Atlas, builds on this user-friendly approach to aggregate and simplify the science behind branding with a unique visual teaching method suited for time-crunched professionals. Brand Atlas follows the recent YouTube-iPhone-Pecha Kucha era trend toward fast-paced visual instruction by neglecting needless jargon and combining vivid, full-color images and easy-to-follow diagrams to break down branding principles into basic step-by-step concepts that can be immediately applied. This...



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Reviews

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