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Brand Thinking and Other Noble Pursuits

By Debbie Millman

Allworth Press. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. The notion of the brand, like any concept that dominates markets and public consciousness, is a challenge to define. Is it a simple differentiator of the cereals in our cupboards, a manipulative brainwashing tool forced on us by corporations, or a creative triumph as capable as any art form of stimulating our emotions and intellect? For those of us who grapple with these questions on a daily basis, *Brand Thinking and Other Noble Pursuits* elevates the discussion to the level of revelation. Each chapter is an extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the field. By asking questions deeply informed by her own expertise, Millman coaxes lucid, prescient answers from twenty-two interview subjects, among them Malcolm Gladwell, Tom Peters, Seth Godin, and godfather of modern branding Wally Olins. This engaging and enlightening book is an unprecedented forum on the state of modern branding and how companies and consumers can best understand the behavior behind why we brand and why we buy. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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