

The Brand Gap: How to Bridge the Distance Between Business Strategy and Design

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THE BRAND GAP is the first book to present a unified theory of brand. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a "charismatic brand"-a brand that customers feel is essential to their lives. In an entertaining two-hour read you'll learn:

- ❑ a new definition of brand

- ❑ the five essential disciplines of brand-building
- ❑ how branding is changing the dynamics of competition
- ❑ the three most powerful questions to ask about any brand
- ❑ why collaboration is the key to brand-building
- ❑ how design determines a customer's experience
- ❑ how to test brand concepts quickly and cheaply
- ❑ the importance of managing brands from the inside

Also see: THE BRAND GAP second edition, which includes a 220-term brand glossary and premium softcover binding.

FROM THE BACK COVER

Not since McLuhan's THE MEDIUM IS THE MESSAGE has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding -- a set of five disciplines to help companies bridge the gap between brand strategy and brand execution. Those with a grasp of branding will be inspired by what they find here, and those who would like to understand it better will suddenly "get it." This deceptively simple book offers everyone in the company access to "the most powerful business tool since the spreadsheet."

"Finally, a book that cuts to the heart of what brand is all about -- connecting the rational and the emotional, the theoretical and the practical, the logical and the magical to create a sustainable competitive advantage. Everyone in the company should read this book, not just the three people with 'brand' in their titles." --Susan Rockrise, Worldwide Creative Director, Intel

"A pleasure to read. THE BRAND GAP consistently provides deep, practical insights in a light, visual way. Discover the power of imagery and the role of research in building a heavy-duty brand -- without the heavy-duty reading." --David Aaker, Author of "Brand Leadership" and "Building Strong Brands"

"Neumeier stands out among brand-savvy professionals. His experience as a designer, writer, and strategist lends realism to his five disciplines of brand-building. Anyone who needs a deeper understanding of the creation, management, and evolution of brands should grab this book with both hands and start reading." --Patrick Fricke, Manager of

Print and New Media Design, Kodak

"This is not just another book on brand. This is the only book you'll need to read in business, engineering, and design school." --Clement Mok, Design enterprenuer/President of AIGA

"THE BRAND GAP is an original. It describes the full range of creative interdependencies that need to be managed in concert, but in a language so plain, crisp, and simple that you suddenly 'see' the concept of brand--and can act boldly on it." --Peter Van Naarden, Director of Global Brand for Hewlett-Packard Co.

"THE BRAND GAP couldn't be more timely. Just when we're at our most skeptical about corporate motives, along comes a book that shows how to evaluate and develop a brand in a straightforward and honest manner." --David Stuart, Brand Designer and Co-Founder of The Partners, London

"This is an important work, with just the right level of accessibility. Despite our overexposure to brand theory these days, THE BRAND GAP is the first book that seems fresh and relevant." --Richard Grefe, Executive Director, The American Institute of Graphic Arts

"A well-managed brand is the lifeblood of any successful company--and Neumeier shows us exactly how to do it. Read this book before your competitors do!" --Tom Kelley, General Manager of Ideo/Author of "The Art of Innovation"

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Marty Neumeier is president of Neutron, a San Francisco firm that specializes in helping companies integrate their brands. He is also the author of A DICTIONARY OF BRAND, a simplified glossary that allows brand-builders to more easily collaborate across disciplines.

Other Books

Customer Relationship Management. Customer Relationship Management (CRM) is a growing area for businesses around the world. Despite the many difficulties in implementing these complex systems, the benefits of CRM are well-documented, and it has grown to be a huge industry in and of itself. With this, there is a demand for skilled employees and knowledgeable graduates. Students and employees must gain a better understanding of how CRM works in order to be viable in the workforce. This book provides detail, exercises, and content that has not been previously available. It can be used in multiple areas, including MIS, business, marketing, and others.

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