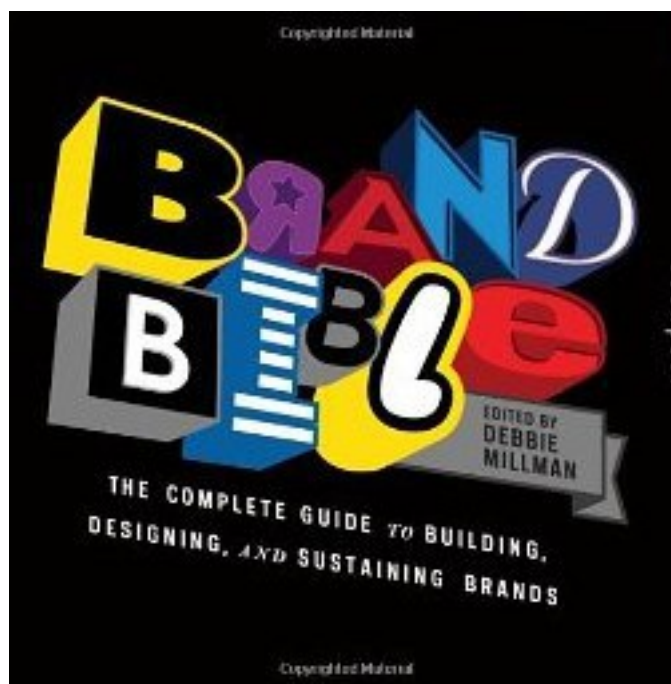


Brand Bible



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著者:Debbie Millman

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Brand Bible is a comprehensive resource on brand design fundamentals. It looks at the influences of modern design going back through time, delivering a short anatomical overview and examines brand treatments and movements in design. You'll learn the steps necessary to develop a successful brand system from defining the brand attributes and assessing the competition, to working with materials and vendors, and all the steps in between. The author, who is the president of the design group at Sterling Brands, has overseen the design/redesign of major brands including Pepsi, Burger King, Tropicana, Kleenex, and many more.

作者介绍:

Debbie Millman has worked in the design business for over 25 years. She is President of the design division at Sterling Brands. She has been there for nearly 15 years and in that time she has worked on the redesign of global brands for Pepsi, Procter & Gamble, Colgate, Nestle and Hasbro.

Debbie is President of the AIGA, the largest professional association for design. She is a contributing editor at Print Magazine, a design writer at FastCompany.com and BrandNew.com, and Chair of the Masters in Branding Program at the School of Visual Arts in New York City. In 2005, she began hosting the first weekly radio talk show about design on the Internet. The show is titled "Design Matters with Debbie Millman" and it is now featured on DesignObserver.com.

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书评

这本书是在半强迫的情况下看的，先看的是书的第二部分，语言通俗易懂，偶尔有点儿小幽默。很明显的，作者对书中提到的品牌及其历史做过详细的研究，所以能够旁征博引、运用自如。就像是中学时候的几何老师，在黑板上想画圆圈画圆圈，想画方块画方块，因为熟悉，所以知道从哪里...

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