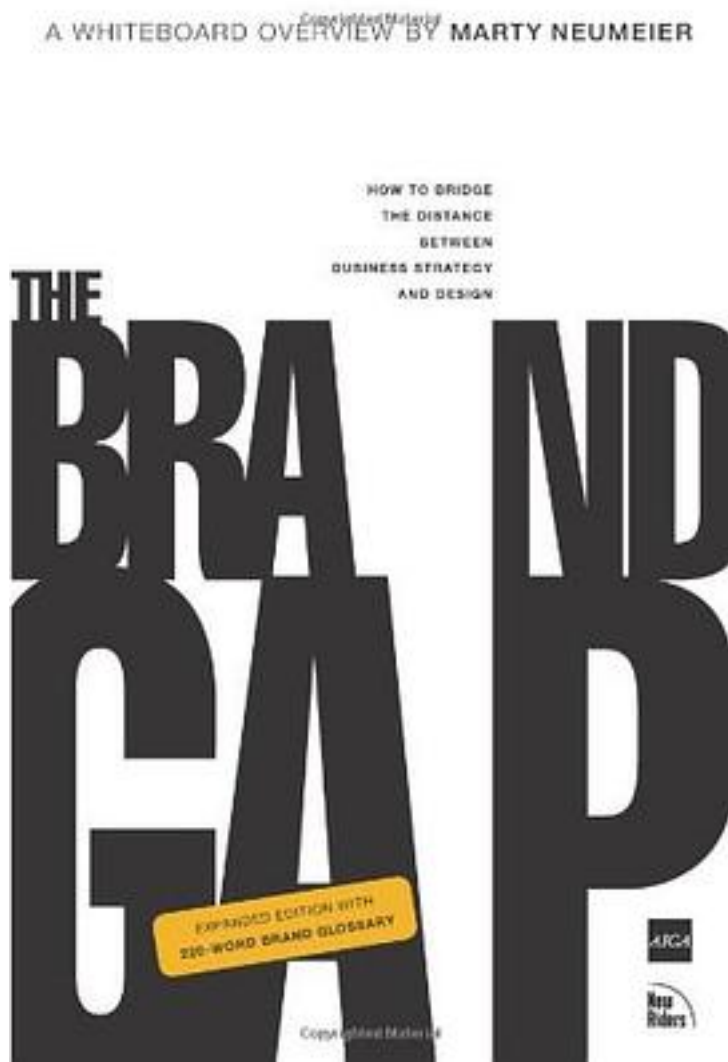


# The Brand Gap



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著者:Neumeier, Marty

出版者:Peachpit Press

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## 在线阅读本书

THE BRAND GAP is the first book to present a unified theory of brand-building. 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:

- the 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
- 220-word brand glossary

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 customer experience. Those with a grasp of branding will be inspired by the new perspectives 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.”

作者介绍:

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标签

品牌

design

设计

营销

business

brand

商业

book

## 评论

简单易懂

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很好 简单易懂

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作为一个没有学过但对品牌感兴趣的人，这本是很好的introduction。当时读了觉得豁然开朗，现在开始读专业的品牌管理课程书的时候又觉得这本书的确不求甚解。可是全书观点和条理清晰，是本专注写品牌管理本质的书。

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花了三天时间，细细读完，十年前的品牌与十年后的品牌变化太多太多，涉及的范围也太太复杂，战略、产品、设计、平面、美观等等细节，可惜读过的人太少。

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入门级必备，简明扼要，可惜少了reference

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## 书评

學生、創意人、行銷人必備聖品.. 至於怎樣 不得而知.  
每個人有每個人的看法和吸收方式. 反正是於我, 的確是有點難看得下去. 不過呢,  
既然是傳說中的學生、創意人、行銷人必備聖品, 那還是希望  
您沒事做的時候翻一翻或許有驚喜和收穫還不一定呢! ~

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Top executives put emphasis on "hard strategies" like economics, legal, timeline, and so on, while neglect the "soft strategies" of the managerial function such as "emotion". Well, what customers feel about a brand at first? The answer is "What I feel about..."

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这学期Design  
Insight有四本阅读书目, 在学校图书馆找到其中三本, 决意从最薄最好读的一本入手 (事实证明这是个聪明的抉择)。  
作为一本入门级的关于品牌管理的设计书籍, 不到两百页的篇幅, 字大行稀且图文并茂, 即使对那些一听到设计管理 (譬如我) 就头痛的人来说也还是感觉似...

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