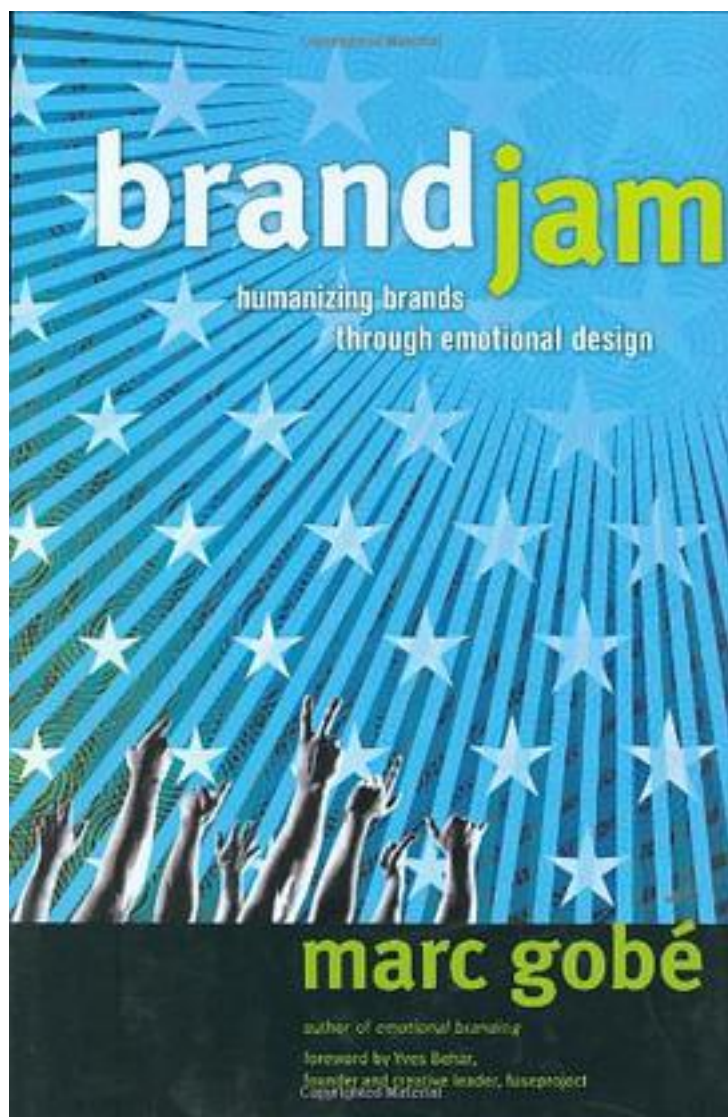


Brandjam



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著者:Marc Gobe

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Brandjam , the follow-up to the groundbreaking best-seller Emotional Branding , presents a powerful new concept from renowned designer and business guru Mark Gobe. The Brandjam concept is about innovation, intuition, and risk. Gobe explains how design is the “instrument” companies can use for jazzing up a brand—how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way. Using jazz as his metaphor, he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives. It explores how design represents the personality of a company and provides its window to the world. Brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience.

- Follow-up to Emotional Branding —50,000 copies sold in nine languages
- Insider's look at creating powerful, compelling brands and identities
- Exciting new ideas for using design to drive consumers to embrace brands

作者介绍:

馬克．高貝（Marc Gobe）

他是世界前十大品牌形象顧問公司之一，Desgrippes Gobe公司的共同創辦人、前董事長與執行長。曾負責可口可樂全球新識別形象與包裝設計，也是商業暢銷書《高感性品牌行銷》（Emotional Branding）與《公民品牌：感性行銷》（Citizen Brand）作者。過去他在Desgrippes Gobe公司時，曾為法國航空、美國線上、雅詩蘭黛、吉列、Godiva、IBM、星巴克、旅遊城

（Travelocity）及維多利亞的秘密等眾多國際知品牌，創造出情感導向的突破性品牌設計策略。高貝也是許多國際設計獎得主。目前他獨力創辦「情感品牌」（Emotional Branding）顧問公司，協助企業進行更人性化的品牌策略及設計革新。

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书评

“事实上我们在生活中给了品牌一种更具有情感性的回答，绝非我们的理性所能领悟到的。”而人最能产生情感莫关于有关于自己的事情以及人和人之间的关系。植根在我们的心中的是一个纯然的想望，延续自千古的文化，被现代社会的种种所凸显。古时，小国寡民，鸡犬相闻，自家的蔬菜...

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