

Business Brand Design Management



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As products become more similar, and competitive advantages dissipate, the one true differentiating factor remaining is the brand. Waldemar Pfoertsch and his colleague Phil Kotler set the stage for discussing the role of brand management in the business to business sector. He now partners with Jeremy Alexis and Brianna Sylver to show readers how design techniques, integrated with traditional brand management factors, can strengthen a brand. As the first book of its kind Business Brand Design Management illustrates the importance of branding and presents the concepts and theory of how to let design build brand coherence and value. Business Brand Design Management goes far beyond focusing on how to design a logo. The writers take a holistic approach, advocating that design language radiates from the CEO through the product, all the way to the customer, in order to build a lasting competitive advantage. The readers are taken on a journey through the three layers of brand design management: brand enablers, brand delivery, and brand experience. Within each of these layers they will learn where to integrate design techniques with brand management methods in order to build and communicate a strong brand. With cases from the industry, from such leading companies as Steelcase, Deutsche Bank, SAP, and others, to frame the theory, Business Brand Design Management is one of a handful of books that allows readers to jump straight into real life examples, or pick up the book

to freshen up on the basics of how to implement brand design management in the key areas of their corporation. As such, Business Brand Design Management is an invaluable reference tool for managers, brand specialists, marketers, and designers.

作者介绍:

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