

The book was found

Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media)



Synopsis

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience. A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications-brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others-while benefiting from the thoughtful commentary and full-color branding work of award-winning designers and creative directors worldwide.

Book Information

Series: Graphic Design/Interactive Media

Paperback: 304 pages

Publisher: Cengage Learning; 1 edition (September 2, 2005)

Language: English

ISBN-10: 1401848877

ISBN-13: 978-1401848873

Product Dimensions: 10 x 8 x 0.6 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (11 customer reviews)

Best Sellers Rank: #589,971 in Books (See Top 100 in Books) #111 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #121 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management #653 inÂ Books > Textbooks > Business & Finance > Marketing

Customer Reviews

I really enjoyed this book. It is very concise and to the point. This is a book of examples, case scenarios of branding strategies.

There were some chapters that need to be update to today's marketing. There was stuff about how brands should stick with one category for product and that is not how things are done anymore. Many companies are cross-marketing into other types of products.

I am studying a master on marketing, the course I am taking right now is "Branding". I found this book very interesting, because it complements my knowledge but from a designer's point of view. It is very clear and the examples are real. I love it is not black and white, it is color which I find very important when it is design related material.

This book is a great tool for any designer looking to learn more about brand solutions! get it, you won't regret it!

I have been creating and teaching about brand experiences for almost twenty years and Robin Landa's book is the best I have ever read.

Good condition when purchased.

[Download to continue reading...](#)

Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Microsoft SharePoint 2013 Designing and Architecting Solutions: Designing and Architecting Solutions Typographic Design in the Digital Studio (Graphic Design/Interactive Media) Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Brand Media Strategy: Integrated Communications Planning in the Digital Era AutoLISP to Visual LISP: Design Solutions: Design Solutions for AutoCAD 2000 (Autodesk's Programmer Series) How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Music for New Media: Composing for Videogames, Web Sites, Presentations and Other Interactive Media Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands Detailing Light: Integrated Lighting Solutions for Residential and Contract Design Social Media: The Ultimate Guide to

Transforming Your Brand with Social Media Integrated Theory & Knowledge Development in Nursing, 8e (Chinn, Integrated Theory and Knowledge Development in Nursing) Visual Developer Creating ActiveX Controls with Visual Basic 5: The Comprehensive Guide for Creating Powerful Web Controls "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1

[Dmca](#)