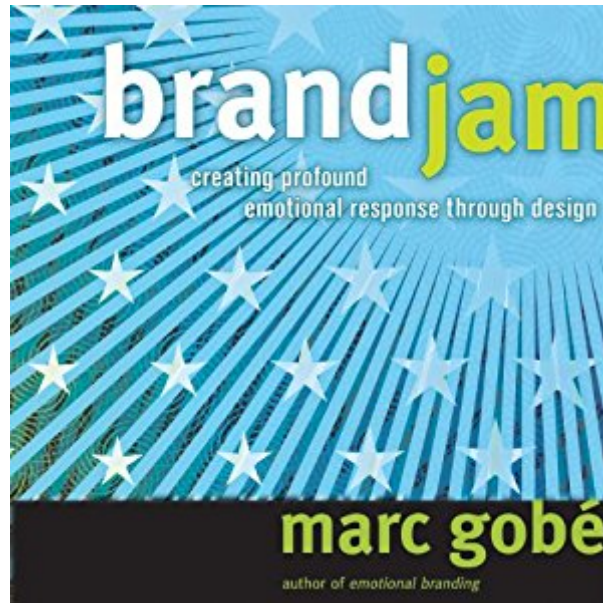


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# Brandjam: Humanizing Brands Through Emotional Design



## Synopsis

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

## Book Information

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## Customer Reviews

Gobe can be very wordy and hard to read. Fortunately, he has little insights section at the end of every chapter and summarize the main points for you. It's an excellent book on how design affects marketing and consumer behavior.

Brands today must shift from commodity status to associations with emotion and inspiration - thus

'brandjamming', a metaphor Marc Gobe uses to support the idea that brands which succeed best connect with culture and emotions. Chapters tell how to encourage collaboration, innovation and intuition to support 'brandjamming', drawing on the author's vast experience as CEO of one of the world's top ten brand image creation firms. College-level students of business will find this real-world perspective goes beyond theory to create a foundation of standards and basics essential to re-vamping the brand association process, making BRANDJAM: HUMANIZING BRANDS THROUGH EMOTIONAL DESIGN a top pick.

Brandjam from Marc Gobe is right on the money. Marketers must start paying attention to the emotional connection between the brand and the consumer. Gobe leverages his vast experience to demonstrate this in a clear and easy to understand way, using very relevant examples. A great marketing book. Stephan Sigaud, President Harris Interactive Loyalty

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