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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro; Introduction; Chapter 1: Branding Basics; Chapter 2: Brand Anatomy; Chapter 3: Brand Strategy; Chapter 4: The Design Process; Chapter 5: Research; Chapter 6: Analysis; Chapter 7: Concept Development ; Chapter 8: Delivering the Final Design; Glossary; Recommended Reading; Index; Picture Credits; Consumer culture - why do we buy?; What is a brand?; Why do we brand?; How does branding work?; The history of branding; How are things changing?; The future for brands; Maintaining beloved brand status; Case study: Uniqlo; Logos; Case study: Eurostar; Straplines / taglines Appealing to the sensesBrand architecture; Brand families; Internal and external branding; Branding terminology; Standing out from the crowd; Unique selling point (USP); Semiotics; Exercise: Brand analysis; Case study: Apple Mac; Semiotic toolbox; Case study: Milka chocolate; Naming brands; Exercise: Creating a mood board; The use of emotion; Brand personality; Target marketing and brand positioning; Brand revolutions; Cultural branding; Rebranding; Case study: Lucozade; Trend forecasting and analysis; Brand failures; Brand ethics; Why use a design process?; How does the design process work? The stages of the design processThe design team; The creative process; The design process in the academic environment; Exercise: Student exercises; Why do we need to research?; Research methods; Researching the audience; The use of social media in research; Case

study: Procter and Gamble; Visual research boards; Exercise: Designing a consumer profile board; Other forms of research; Defining the USP; Market sector analysis; Product category analysis; Competitor brand analysis; Exercise: Conducting a simple competitor brand analysis; Analyzing the brand environment; Case study: Fazer Cafe Future forecasting Analysis of data and interpreting opportunities; Exercise: Designing visual analysis boards; Brand creation strategies; Research and analysis in an educational setting; Inspiration; The big idea; Visualizing and analyzing inspiration; Initial concept ideas; Organizing your source material; Choosing the best concept; Exercise: How to develop an assessment strategy; Final refinements; Presentation materials; Designing effective communication boards; Digital versus print presentations; The client presentation; Testing the final brand identity; Design development
Launching the brand identity Beyond delivery
