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	Autore	Wheeler Alina
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	Nota di contenuto	Intro -- Contents -- Part 1: Basics -- What is brand? -- What is brand identity? -- What is branding? -- Who are stakeholders? -- Why invest? -- Brand strategy -- Cross cultures -- Big idea -- Customer experience -- Brand architecture -- Names -- Taglines -- Staying on message -- Brand ideals: Overview -- Vision -- Meaning -- Authenticity -- Coherence -- Flexibility -- Commitment -- Value -- Differentiation -- Sustainability -- Brandmarks -- Sequence of cognition -- Wordmarks -- Letterform marks -- Pictorial marks -- Abstract marks -- Emblems -- Dynamic marks -- Characters -- Brand dynamics: Overview -- Making a difference -- Social media -- Mobile -- Apps -- Touch -- Video -- China -- Private labeling -- Brand licensing -- Certification -- Crisis communications -- Personal branding -- Before and after: Overview -- Redesign -- Packaging -- Part 2: Process -- A process for success -- Managing the process -- Measuring success -- Collaboration -- Decision making -- Intellectual property -- Design management -- Conducting research: Phase 1 overview -- Insight -- Market research -- Usability testing -- Marketing audit -- Competitive audit -- Language audit -- Audit readout -- Clarifying strategy: Phase 2 overview -- Narrowing the focus -- Positioning -- Brand brief --

Naming -- Renaming -- Designing identity: Phase 3 overview -- Logotype + signature -- Look and feel -- Color -- More color -- Typography -- Sound -- Animation -- Trial applications -- Presentation -- Creating touchpoints: Phase 4 overview -- Website -- Favicons -- Correspondence -- Business card -- Collateral -- Signage -- Product design -- Packaging -- Advertising -- Environments -- Vehicles -- Uniforms -- Ephemera -- Managing assets: Phase 5 overview -- Changing brand identity -- Launching brand identity -- Building brand champions -- Brand books -- Standards + guidelines. Standards content -- Online branding tools -- Reproduction files -- Part 3: Best Practices -- ACHC -- ACLU -- Adobe Community SwApp -- Aether Apparel -- Amazon.com -- Beeline -- Bela União -- Beltline Bike Shop -- California Academy of Sciences -- Carnegie Fabrics -- Chatype -- Coca-Cola -- Deloitte -- Everwines -- GE Brand Central -- GE Sponsorship Central -- Global Handwashing Day -- Good Housekeeping Seal -- Healthy Child Healthy World -- Herman Miller -- High Line -- IBM 100 Icons of Progress -- IBM Watson -- Ieper -- Inkling -- Johnson Controls -- Kleenex -- L'Arte del Gelato -- Laura Zindel -- Minnesota Historical Society -- MoMA -- Nizuc -- NO MORE -- Olympic Games -- Peru -- PNC -- (RED) -- Santos Brasil -- Schoolhouse Electric &amp -- Supply Co. -- Slice -- SocialMedia.org -- Spectrum Health System -- SPIN! -- Starbucks -- SUGARFISH -- Tunerfish -- U by Kotex -- Unstuck -- Vueling -- Willoughby Design Barn -- Wonderopolis -- Bibliography -- Index -- About the author.

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