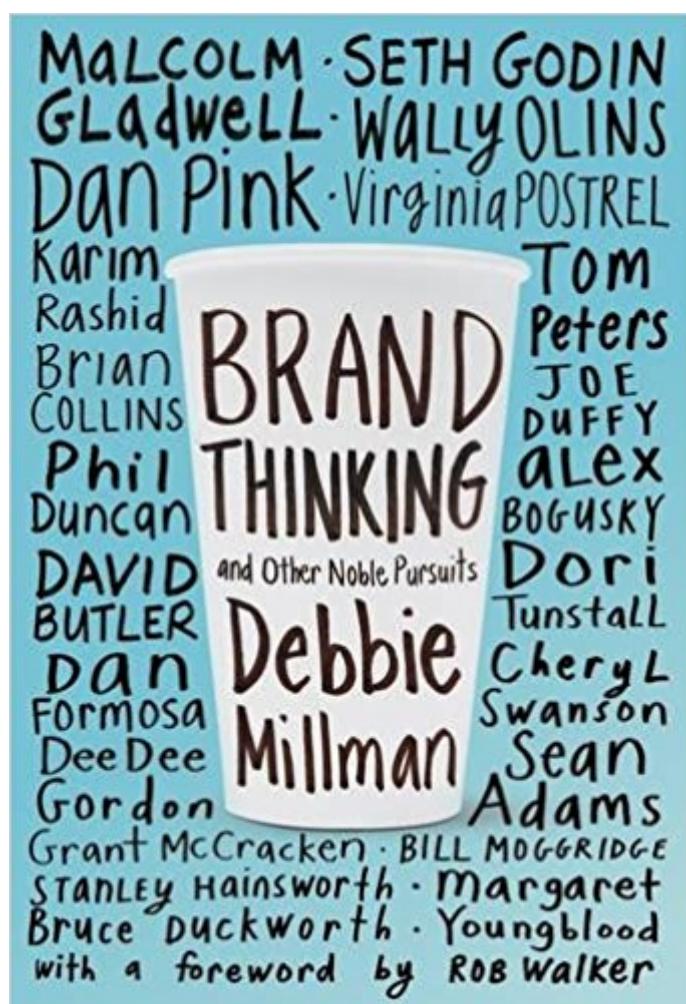


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# Brand Thinking And Other Noble Pursuits



## Synopsis

The notion of the brand, like any concept that dominates markets and public consciousness, is a challenge to define. Is it a simple differentiator of the cereals in our cupboards, a manipulative brainwashing tool forced on us by corporations, or a creative triumph as capable as any art form of stimulating our emotions and intellect? For those of us who grapple with these questions on a daily basis, *Brand Thinking and Other Noble Pursuits* elevates the discussion to the level of revelation. Each chapter is an extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the field. By asking questions deeply informed by her own expertise, Millman coaxes lucid, prescient answers from twenty-two interview subjects, among them Malcolm Gladwell, Tom Peters, Seth Godin, and godfather of modern branding Wally Olins. This engaging and enlightening book is an unprecedented forum on the state of modern branding and how companies and consumers can best understand the behavior behind why we brand and why we buy.

## Book Information

Paperback: 336 pages

Publisher: Allworth Press; 1 edition (May 1, 2013)

Language: English

ISBN-10: 162153247X

ISBN-13: 978-1621532477

Product Dimensions: 6 x 6.1 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 31 customer reviews

Best Sellers Rank: #74,086 in Books (See Top 100 in Books) #11 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #30 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #198 in Books > Business & Money > Marketing & Sales > Advertising

## Customer Reviews

“Transcends business implications to dive into the very nature of human behavior. . . .” a powerful look at the role brand plays in society, politics, economics, psychology and technology. (Nadia Tuma - [Forbes.com](http://Forbes.com)) --This text refers to an out of print or unavailable edition of this title.

Debbie Millman has worked in the design business for more than twenty-five years. She is president of the design division at Sterling Brands. She has been there for nearly fifteen years and in that time she has worked on the redesign of global brands for Pepsi, Procter & Gamble, Colgate, Nestle, and Hasbro. Millman is President of the AIGA, the largest professional association for design in the world. She is a contributing editor at Print Magazine, a design writer at FastCompany.com, and co-founder and chair of the Masters in Branding program at the School of Visual Arts in New York City. Her books are How to Think Like a Great Graphic Designer, The Essential Principles of Graphic Design, Look Both Ways: Illustrated Essays on the Intersection of Life and Design, and Brand Thinking and Other Noble Pursuits. She lives in New York City. Rob Walker contributes to The New York Times Magazine and Design Observer, among others. He is the author of Buying In: The Secret Dialogue Between What We Buy and Who We Are, and Letters from New Orleans. More at [www.robwalker.net](http://www.robwalker.net).

Extremely uneven quality of content between interviews, and the introductions are shameless padding, but half a dozen chapters are so good, so eye-opening and provocative, that it's worth digging through.

I've always been a fan of Debbie Millman's podcast "Design Matters." Her books and interviews are invaluable resources designers have access to today. Brand Thinking gives the reader a backstage pass to the great design minds behind varied industries and global brands. It is most definitely worth the read (and re-read) for aspiring designers like myself or even seasoned designers who are looking to find a different angle on what 'branding' is all about. It may even resonate in the avid consumer of today's society as brands affect everyone, whether we realize it or not.

I listen to Debbie Millman's podcast and was very excited to read this book. I work in marketing and enjoyed her dialogue with brand thinkers; many were very thought-provoking. However, it was definitely more about "brand thinking" than "other noble pursuits." While there was a range of folks interviewed, I did feel it got a little repetitive towards the end.

This book is fun to read and provides a great understanding of the concept of branding. Each chapter presents a branding expert's take on the subject. It may be overkill for someone who is only casually interested in the subject.

Branding is the process of attaching an idea to some object, service, or organization. It began with the branding of cattle by the ancient Egyptians. We are now living in a world with over 100 brands of bottled water (some point out that if we invested that money in keeping our lakes and streams clean we wouldn't need bottled water), 45,000 shopping malls, and 19 million permutations of beverage selections one can order at Starbucks. When functional differences are negligible there is a requirement to create an emotional difference. When branding moves into services, it becomes much more complex. One of Coca-Cola's 'big ideas' is optimism. P&G's Global Design Officer believes it's the responsibility of a leader to have a sense of vision. A brand is seen as an emotional connection. At P&G they first determine the purpose of the product, then go on to building the brand. A brand should help you feel better, look better, be better, reach a destination or a goal

great book - lives up to the rating

very interesting

This book was a parade of branding and marketing demi-gods whose perspectives were delightfully varied. They covered everything from the company-first to the human-first world views and everything in between.

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