

Designing Brand Identity An Essential Guide For The Whole Branding Team

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Designing Brand Identity An Essential

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Designing Brand Identity is an enlightening and helpful resource on the branding process. Its author, Alina Wheeler, is a brand consultant and branding speaker with an obviously exhaustive knowledge of her field. Trouble is, she is just that: a brand consultant/speaker, not a writer.

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Editions for Designing Brand Identity: An Essential Guide for the Entire Branding Team: 0470401427 (Hardcover published in 2009), 1118099206 (Hardcover p...

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