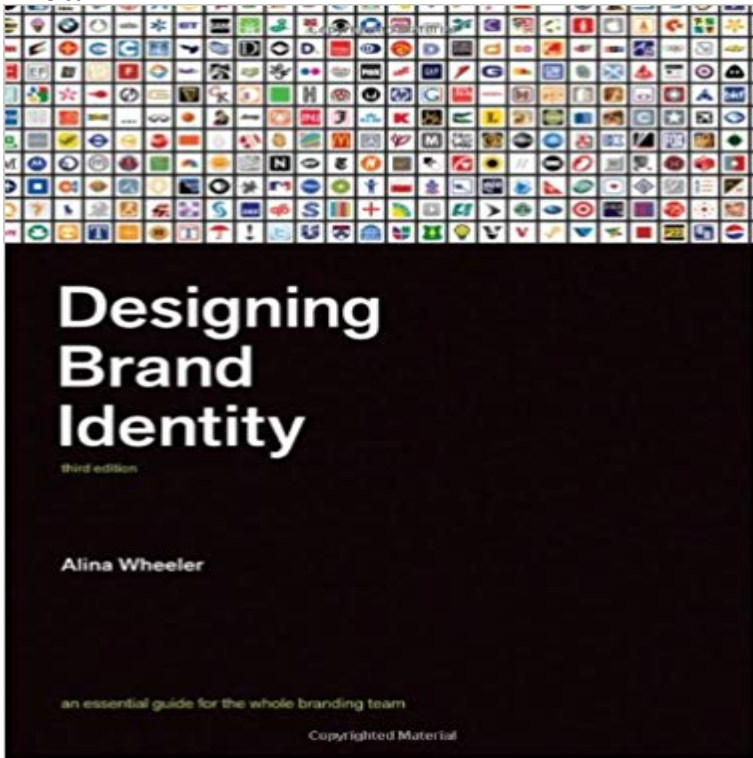


# Designing Brand Identity: An Essential Guide for the Whole Branding Team



Praise for previous editions of *Designing Brand Identity: An Inspiring and Powerful Toolkit*. The Marketer Alina Wheeler provides a practical structure for the brand building process. Al Ries, coauthor, *Positioning* Wheeler's book offers a cogent description of how strategy and design meet in the real world among world-class companies. Marty Neumeier, author, *The Brand Gap* A valued reference book for all members of the branding team. Communication Arts

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