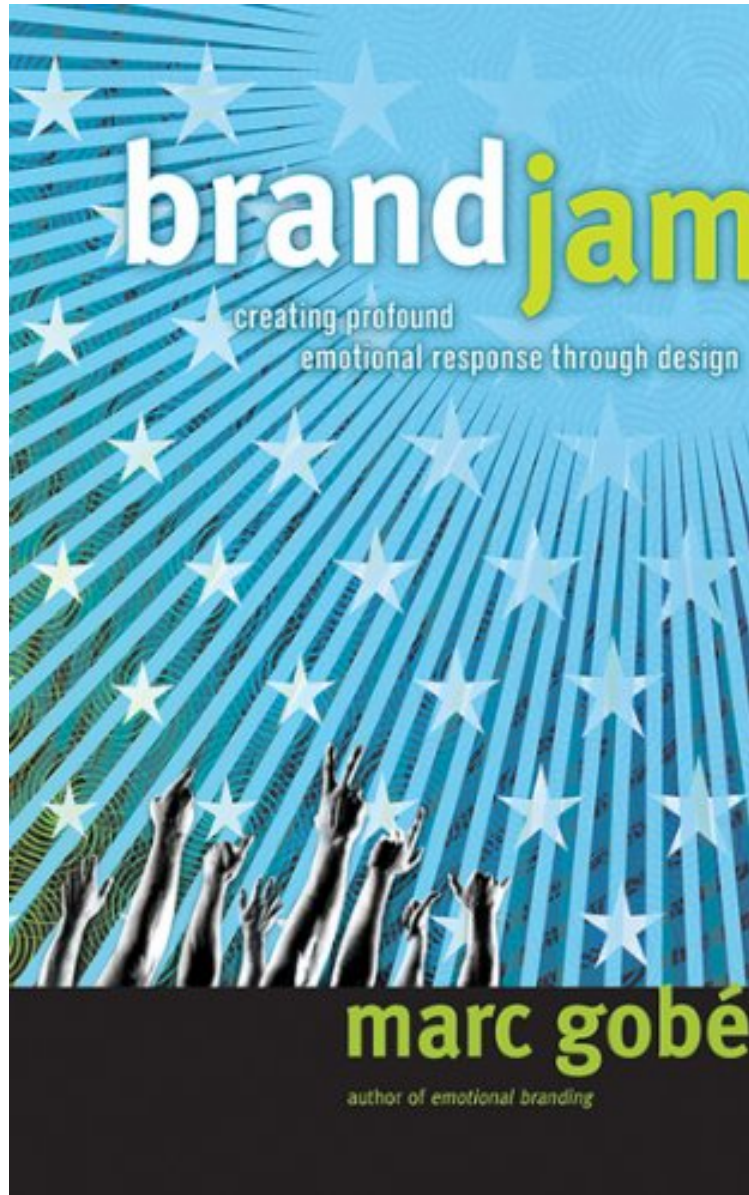


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Brandjam: Humanizing Brands Through Emotional Design

Marc Gobe

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Marc Gobe : Brandjam: Humanizing Brands Through Emotional Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brandjam: Humanizing Brands Through Emotional Design:

0 of 6 people found the following review helpful. Brandjam: Right on the money!By Stephan SigaudBrandjam from Marc Gobe is right on the money. Marketers must start paying attention to the emotional connection between the brand and the consumer. Gobe leverages his vast experience to demonstrate this in a clear and easy to understand way,

using very relevant examples. A great marketing book. Stephan Sigaud, President Harris Interactive Loyalty2 of 4 people found the following review helpful. A top pick. By Midwest Book Review Brands today must shift from commodity status to associations with emotion and inspiration - thus 'brandjamming', a metaphor Marc Gobe uses to support the idea that brands which succeed best connect with culture and emotions. Chapters tell how to encourage collaboration, innovation and intuition to support 'brandjamming', drawing on the author's vast experience as CEO of one of the world's top ten brand image creation firms. College-level students of business will find this real-world perspective goes beyond theory to create a foundation of standards and basics essential to re-vamping the brand association process, making BRANDJAM: HUMANIZING BRANDS THROUGH EMOTIONAL DESIGN a top pick. 0 of 0 people found the following review helpful. A little boring but has good insights By A. Lin Gobe can be very wordy and hard to read. Fortunately, he has little insights section at the end of every chapter and summarize the main points for you. It's an excellent book on how design affects marketing and consumer behavior.

Brandjam, the follow-up to the groundbreaking best-seller Emotional Branding, presents a powerful new concept from renowned designer and business guru Mark Gobe. The Brandjam concept is about innovation, intuition, and risk. Gobe explains how design is the instrument that companies can use for jazzing up a brand how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way. Using jazz as his metaphor, he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives. It explores how design represents the personality of a company and provides its window to the world. Brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience. Follow-up to Emotional Branding 50,000 copies sold in nine languages Insider's look at creating powerful, compelling brands and identities Exciting new ideas for using design to drive consumers to embrace brands Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

"A revealing look at the inner workings and potential future of branding." (Entrepreneur) About the Author Marc Gobe is the cofounder and former CEO of Desgrippes Gobe, one of the top ten branding firms in the world. He is now the president of Emotional Branding, LLC, a New York-based experimental think tank and consulting firm. A sought-after public speaker, Gobe has received numerous design awards from publications and institutions including ID, Interiors, and Graphis magazines; VM+SD; the Brand Design Association; the Art Directors Club; and CLIO. He is a member of the exclusive, world-class network of Vantage Marketplace, LLC, a subsidiary of Goldman Sachs. He is a regular design columnist on BusinessWeek.com and the author of three previous books, Emotional Branding (2001), Citizen Brand (2002), and Brandjam (2007). He lives in New York City.