



The Fundamentals of Branding

By Melissa Davis



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Branding is a discipline that has emerged over the last century to become a ubiquitous force in marketing. *The Fundamentals of Branding* offers an overview of the foundations of building, developing and maintaining brands.

It provides insight into key aspects such as targeting audiences, trends, brand structures and brand architecture, and examines the fundamental client/agency relationship. It also places branding in a global context and discusses its relation to business practice as well as other creative disciplines.

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Editorial Review

Review

'An excellent overview of the subject - much needed in an area not usually so entertainingly expressed on the written page.' Martin Dawber, Liverpool John Moores University, UK. 'Great book, covers the nature of branding in a diverse way without being shallow. Exciting visuals and case studies. Relevant to our fashion course ... Much less dry than most branding/marketing textbooks!' Tiina Burton, Cambridge School of Visual and Performing Arts, UK. 'I think this is a great entry level book to Branding. It is clearly written and explains the complexities of Branding language and its strategic importance very well.' Ashley Rudolph, University College Falmouth, UK. 'An excellent addition to current titles available on the subject. It's very contemporary in terms of both its case studies and knowledge of current trends and market requirements. It's also very well designed in terms of layout and presentation of information, making it very accessible - even to today's 'I don't do books' generation of undergraduates.' Dave Caton, Swindon College, UK.

About the Author

Melissa Davis has over 15 years' experience in journalism, branding and corporate communications. She has worked with some of the world's biggest brands, including Apple, TNT, Microsoft and Nike, consulting on communication strategies and brand campaigns. In 2005, she established Truebranding, a London-based agency that advises companies on the integration of social and environmental issues within their brand strategy.

Users Review

From reader reviews:

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