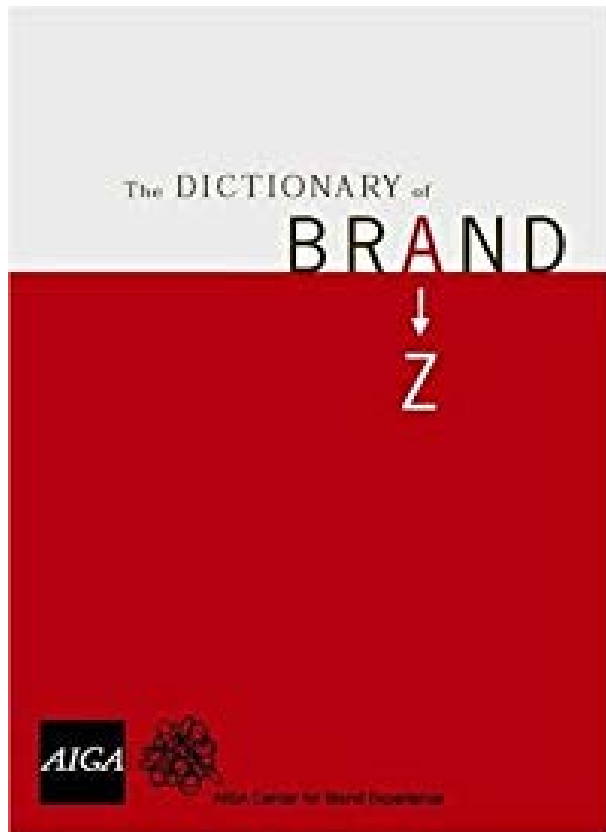


The Dictionary Of Brand



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The Dictionary of Brand is the first book to establish a "linguistic foundation" for brand builders—a basic toolkit of 221 terms that allow specialists from different disciplines to work together in a larger community of practice. Although the terms are widely used by brand specialists, most have yet to appear in other dictionaries or glossaries. Marty Neumeier, design guru and author of *The Brand Gap*, assembled an advisory board of ten experts from the fields of brand strategy, research, advertising, product design, identity design, web design, and corporate brand management to help define the terms. The Willoughby Design Group contributed illustrations and an attractive page layout that make this book a delight to use. This is the perfect book to get your whole team on the same page, or to simply keep on your shelf as a handy reference tool.