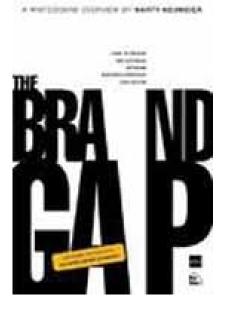
The Brand Gap: How To Bridge The Distance Between Business Strategy And Design PDF



by Marty Neumeier : **The Brand Gap: How To Bridge The Distance Between Business Strategy And Design** ISBN : #0321348109 | Date : 2006

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PDF-63872 | Using the visual language of the boardroom, Marty Neumeier presents the first unified theory of branding - a set of five disciplines to help companies bridge the gap between brand strategy and brand execution. Those with a grasp of branding will be inspired by what they find here, and those who would like to understand it better will suddenly "get it".... *The Brand Gap: How To Bridge The Distance Between Business Strategy And Design*



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