

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” 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—Insiders 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.

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Editorial Reviews. Review. A revealing look at the inner workings and potential future of Brandjam: Humanizing Brands Through Emotional Design 1st Edition, Kindle Edition. by Marc Gobe (Author).

Brandjam BLAD front cover 10/6/06 PM Page i (00) fm Brandjam 12/15/06 4: 13 PM Page i brandjam humanizing brands through emotional design by.

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Brandjam has 45 ratings and 2 reviews. Chris said: So far I have learned about the importance of design and how it can connect people to a product or ser.

I've always known that I'll be working for designing or art-related job fields. is to a company, how emotion is tied to designing and business, to manipulating. . The NOOK Book (eBook) of the Brandjam: Humanizing Brands Through Emotional Design by Marc Gobe at Barnes & Noble. FREE Shipping.

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