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branding, draws on a lifetime's experience to present a concise, practical guide. He explains - in trademark straightforward fashion - what brands are, how to create them, how to make them work, and how to sustain them.

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## **Brand Handbook - Thames & Hudson**

Great Book with a lots of insides about Brand, or Brands and how they develop until these days. Perfect for people who work with brands - such as designers and marketeers. And maybe even to someone who is creating they're own

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even compete with  
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same company. 3 . ...  
New Guide to Identity  
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(Gower, 1995) 6 .

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