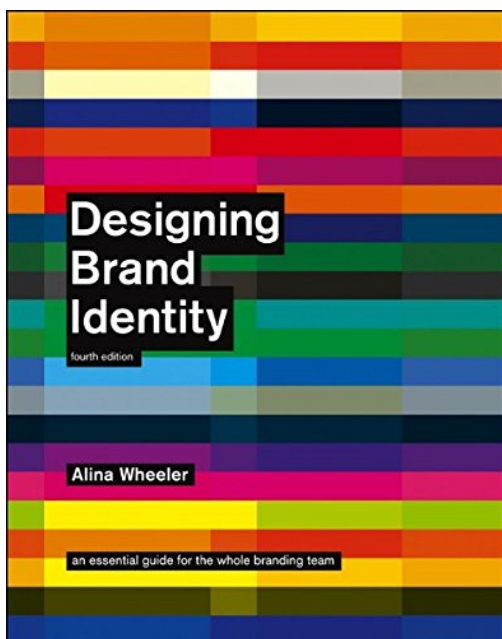


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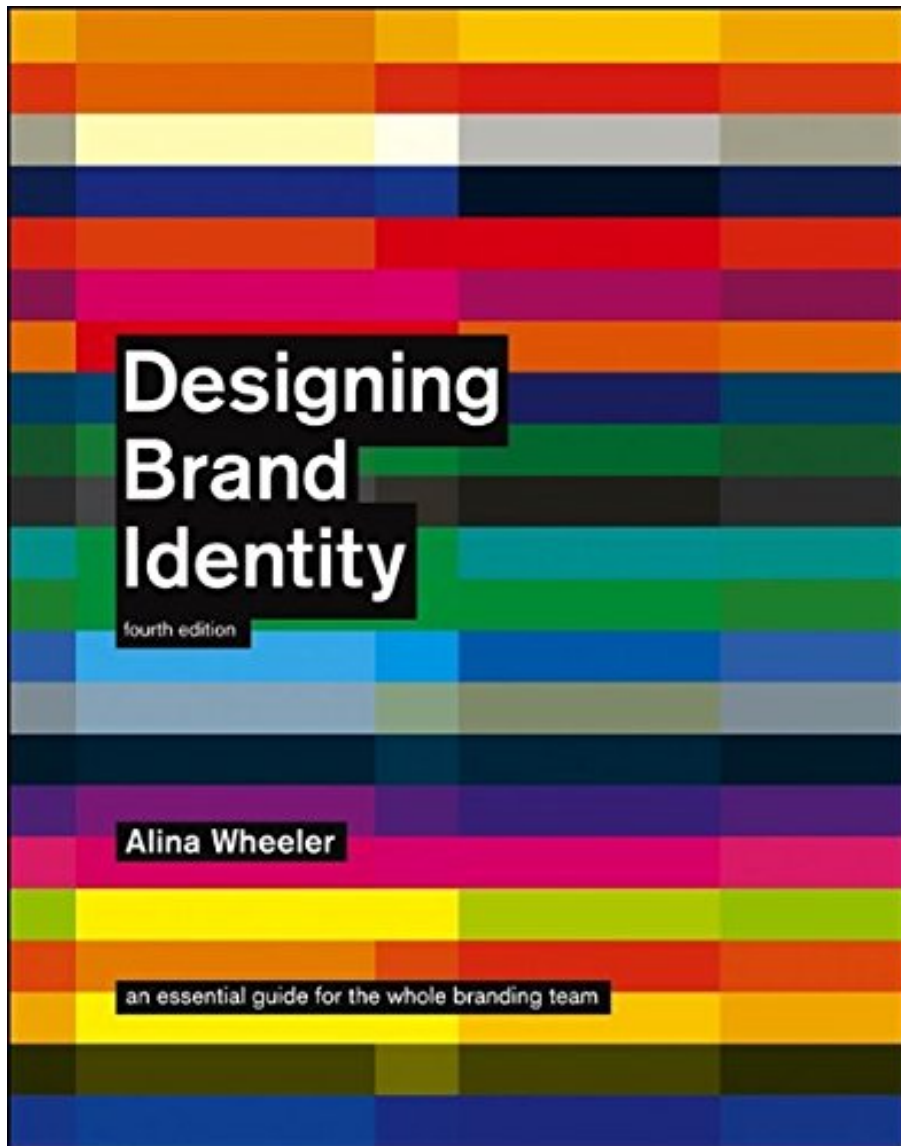
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Ten Imperatives for Branding Success

Brands represent an organization's most valuable asset--influencing customers, prospects, investors, and employees. Why do some brand initiatives just expire midstream after an initial investment of capital and resources? Whether you are a consumer brand, a nonprofit, or a mid-size service business, here are some tips to increase the chances of positive outcomes for your initiative.

Demonstrate—don't declare—why customers should choose you over others. Seize every opportunity to communicate your value, and to radically differentiate your brand from others. Identify touchpoints where you can build trust, attract new customers, create buzz, and inspire customer loyalty. Review

"The fourth edition of *"Designing Brand Identity"* is a truly comprehensive resource of definitions, explanations, insights, and examples of what it means to do outstanding brand identity work. Alina's new book is a must-have for anyone that is interested in brand identity development." (LiquidAgency.com, 3/5/13) From the Back Cover

Who are you? Who needs to know? Why should they care? How will they find out? The bestselling toolkit for the whole branding team Whether your goal is to revitalize an existing brand or launch a new one, here is a proven, universal five-phase process for amplifying differentiation, fueling recognition, and building brand champions. From research and analysis through brand strategy, from design development through brand standards, and from launch to governance, *Designing Brand Identity* is the most comprehensive resource used by brand builders all over the world as an essential reference for the entire process. This thoroughly updated Fourth Edition offers insights into current trends in social networks, mobile devices, global markets, and virtual brands as well as emerging tools such as apps and video. More than 30 new case studies showcase global best practices and successful world-class brands, from IBM to Starbucks to Santos Brasil. Praise for *Designing Brand Identity* Writers have *The Elements of Style*. Managers have *The Effective Executive*. Chairpeople have *Robert's Rules of Order*. And now brand-builders have *Designing Brand Identity*. If you have (or would like to have) responsibility for managing, measuring, critiquing, or designing a brand, you've found your bible.

Marty Neumeier, author, *The Brand Gap* *Designing Brand Identity* is a recipe book for brand-builders. Wheeler does for branding what Julia Child did for cooking.

Patricia Martin, author, RenGen

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