

## Brand Bible The Complete Guide To Building Designing And Sustaining Brands

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### Brand Bible The Complete Guide

The Brand Bible is a historical overview of how brands have developed through the 20th century, supplemented with interviews with those working currently in a variety of brands from hotels to soft drinks and from cities to books. What it isn't is a 'complete guide to building, designing and sustaining brands'.

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### Brand Bible: The Complete Guide to Building, Designing ...

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Author Marc Stoiber. As a brand strategy expert, successful entrepreneur, and award-winning author, Marc Stoiber uses simplicity and creativity to help people discover what's awesome about their business...and then helps them tell the world. For more on creating your company's value proposition, connect with Marc on Facebook, Twitter, and LinkedIn, and sign up for his monthly newsletter.

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Debbie is the author of six books, including two collections of interviews that have extended the ethos and editorial vision of Design Matters to the printed page: How to Think Like a Great Graphic Designer and Brand Thinking and Other Noble Pursuits.Both books have been published in over 10 languages.

### Books | Debbie Millman

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