



Branding: From Brief to Finished Solution

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"This fascinating book examines the world's most innovative branding projects both with big budgets and small" *Icograda, eNews*

Branding: From Brief to Finished Solution explores the creative and technical process behind a range of international branding projects. Covering brand identity, development, extension and on-screen treatment, these highly original and innovative solutions have been drawn from around the globe to give a picture of contemporary branding practices.

This is the definitive resource for anyone involved in the branding process.

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