



More Than a Name: An Introduction to Branding

Jonathan Baldwin, Melissa Davis

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This book explores the new world of the brand - now more powerful and prominent than ever. It argues that a brand is far more than just a logo, discussing the larger creative and economic process of branding as well as the psychological theory behind impactful and successful brands. The text is supported by practical tips and exercises, as well as contemporary examples from some of the world's best-known brands and brand agencies.

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