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and Brand in Business Building with Marty Neumeier (MDE314)

The brand gap, Marty Neumeier. Summary.

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The Brand Gap: Revised Edition AIGA Design Press: Author: Marty Neumeier: Edition: 2: Publisher: Peachpit Press, 2005: ISBN: 032164882X, 9780321648822: Length: 99998 pages: Subjects

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Marty Neumeier articulates the nuanced concept of establishing and building a brand and breaks it down into five categories that are easy to comprehend, equipping the reader with the knowledge to apply to their own brand(s). The Brand Gap is perhaps the most efficiently written book I've read. ~80 pages long (+ an extensive glossary), you can gain a ton of value in a short read.

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