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THE BRAND GAP — MARTY NEUMEIER

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ABOUT THE AUTHOR Marty Neumeier is president of a San Francisco-based brand consultancy, Neutron LLC. Neutron supplies the “ glue ” that holds brands together: brand education programs, seminars, workshops, creative audits, process planning,

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Neumeier ' s book “ The Brand Gap ” is a combination of picture book, real-life examples, and strategy insight. The Brand Gap focuses on the five points that any brand could (and should) use to strengthen their brand. The five points are Differentiate, Collaborate, Innovate, Validate, and Cultivate...but you really have to read the book to get what those mean.

Best Quotes from Marty Neumeier's Book "The Brand Gap"
If you liked The Brand Gap, you'll love The Brand Flip Anyone

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interested in transforming their company and brand. Core Concept In 2003 Marty Neumeier, the first expert to call for the hiring of chief brand officers, or CBOs, redefined a 'brand' from being a logo to being 'a customer ' s gut feeling about a product, service, or company'.

The Brand Gap: How to Bridge the Distance Between Business ... Instead of creating the brand first, the company creates customers (through products and social media), the customers build the brand (through purchases and advocacy), and the customer-built brand sustains the company (through “ tribal ” loyalty). This model takes into account a profound and counterintuitive truth: a brand is not owned by the company, but by the customers who draw meaning ...

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THE NEW BRAND MODEL — MARTY NEUMEIER

by Marty Neumeier. Here ' s a fun set of slides from ZAG that you can use to kick off a meeting, illustrate a point, or spark a discussion. It simplifies (to the point of absurdity) the relationships among the disciplines of marketing, telemarketing, public relations, advertising, graphic design, and branding.

Brand Illustrated — MARTY NEUMEIER

Marty Neumeier's professional mission is to "incite business revolution by unleashing the power of design thinking." He does this by writing books, conducting workshops, and speaking

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internationally about the power of brand, innovation, and design. His bestselling "whiteboard" books include THE BRAND GAP, ZAG, and THE DESIGNFUL COMPANY.

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Marty Neumeier (Author of The Brand Gap)

THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic brand” — a brand that customers feel is essential to their lives.

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Marty Neumeier's professional mission is to "incite business revolution by unleashing the power of design thinking." He does this by writing books, conducting workshops, and speaking internationally about the power of brand, innovation, and design. His bestselling "whiteboard" books include THE BRAND GAP, ZAG, and THE DESIGNFUL COMPANY.

Brand Gap, The : Marty Neumeier : 9780321348104

Marty Neumeier articulates his “ best practices ” to branding,

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debunks old myths and brings fresh perspective to helping businesses communicate themselves in the most effective and strategic ways. He explains the gap between creativity and strategy is often too large and therefore business are suffering.

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