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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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The Brand Gap: Revised Edition (2nd Edition) Paperback – Aug. 4 2005. The Brand Gap: Revised Edition (2nd Edition) Paperback – Aug. 4 2005. by Marty Neumeier (Author) 4.3 out of 5 stars 259 ratings. #1 Best Seller in Business Product Management. See all formats and editions.

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Brand Gap, The: Revised Edition, 2nd edition. Marty Neumeier. Brand Gap, The: Revised Edition. ISBN-13: 9780321348104. Includes: Paperback. 2nd edition. Published by New Riders (August 4th 2005) - Copyright © 2006. Free delivery. \$29.99.

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brand name coca-cola microsoft ibm ford mercedes honda bmw kodak gap nike pepsi xerox apple starbucks this selection from interbrand's top 100 list shows why brands are worth protecting:

*HOW TO BRIDGE THE DISTANCE BETWEEN BUSINESS STRATEGY AND ...*

The Brand Gap: Revised Edition AIGA Design Press: Autor: Marty Neumeier: Edição: 2: Editora: Peachpit Press, 2005: ISBN: 032164882X, 9780321648822: Num. págs. 99998 páginas : Exportar citação: BiBTeX EndNote RefMan

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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

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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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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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The Brand Gap . Revised Edition (Aiga Design Press) Marty Neumeier. Paperback. List Price: 29.99\* \* Individual store prices may vary. Description. All the secrets to creating a brand identity that resonates across every aspect of a business--including its Web site and overall strategy

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