# The book was found

# Brandjam: Humanizing Brands Through Emotional Design





## **Synopsis**

Brandjam, the follow-up to the groundbreaking best-seller Emotional Branding, presents a powerful new concept from renowned designer and business guru Mark Gobe. The Brandjam concept is about innovation, intuition, and risk. Gobe explains how design is the "instrument" companies can use for jazzing up a brand - how design puts the face on the brand and creates an irresistible message that connects buyers to the product in a visceral way. Using jazz as his metaphor, he shows how the instinctive nature of the creative process leads to unusual solutions that make people gravitate toward a brand and make brands resonate with people by bringing more joy into their lives. It explores how design represents the personality of a company and provides its window to the world. Brandjam is an inspiration for brands and people as it reveals the transforming impact brands have on their audience. Follow-up to Emotional Branding - 50,000 copies sold in nine languages Insider's look at creating powerful, compelling brands and identities Exciting new ideas for using design to drive consumers to embrace brands

## **Book Information**

**Audible Audio Edition** 

Listening Length: 11 hours and 31 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: February 28, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00BMUOHEM

Best Sellers Rank: #105 in Books > Audible Audiobooks > Arts & Entertainment > Design #219

in Books > Audible Audiobooks > Business & Investing > Accounting #259 in Books > Audible

Audiobooks > Arts & Entertainment > Art

### Customer Reviews

Gobe can be very wordy and hard to read. Fortunately, he has little insights section at the end of every chapter and summarize the main points for you. It's an excellent book on how design affects marketing and consumer behavior.

Brands today must shift from commodity status to associations with emotion and inspiration - thus

'brandjamming', a metaphor Marc Gobe uses to support the idea that brands which succeed best connect with culture and emotions. Chapters tell how to encourage collaboration, innovation and intuition to support 'brandjamming', drawing on the author's vast experience as CEO of one of the world's top ten brand image creation firms. College-level students of business will find this real-world perspective goes beyond theory to create a foundation of standards and basics essential to re-vamping the brand association process, making BRANDJAM: HUMANIZING BRANDS THROUGH EMOTIONAL DESIGN a top pick.

Brandjam from Marc Gobe is right on the money. Marketers must start paying attention to the emotional connection between the brand and the consumer. Gobe leverages his vast experience to demonstrate this in a clear and easy to understand way, using very relevant examples. A great marketing book. Stephan Sigaud, President Harris Interactive Loyalty

### Download to continue reading...

Brandjam: Humanizing Brands Through Emotional Design Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Emotional Branding: The New Paradigm for Connecting Brands to People The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Cancer Survivorship Coping Tools - We'll Get you Through This: Tools for Cancer's Emotional Pain From a Melanoma and Breast Cancer Survivor What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story The Physics of Brand: Understand the Forces Behind Brands That Matter Stay With Me: The Most Creative Hotel Brands in the World Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands How Brands Grow: What Marketers Don't Know The Drama Years: Real Girls Talk About Surviving Middle School -- Bullies, Brands, Body Image, and More Wine Marketing Online: How to Use the Newest Tools of Marketing to Boost Profits and Build Brands Brands Win Championships Leveraging Brands in Sport Business Creating Powerful Brands The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Millennial Marketing: Bridging the Generation Gap: How Businesses and Brands Can Better Connect With and Engage Gen X/Y/Z, Baby Boomers and More