Not since McLuhan's THE MEDIUM IS THE MESSAGE has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and brand execution. Those with a grasp of branding will be inspired by what they find here, and those who would like to understand it better will suddenly "get it." This deceptively simple book offers everyone in the company access to "the most powerful business tool since the spreadsheet."

# "The surprise book of the year!"

-JOHN MOORE, FAST COMPANY

### "The first book on brand that seems fresh and relevant."

-RICK GREFÉ, EXECUTIVE DIRECTOR OF AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN

### "A pleasure to read."

-DAVID A. AAKER, AUTHOR OF "BRAND PORTFOLIO STRATEGY"

### "Cuts to the heart of what brand is all about."

-SUSAN ROCKRISE, INTEL

# "Read this book before your competitors do!"

-TOM KELLEY, IDEO

CATEGORY: MARKETING AND MANAGEMENT \$19.95 USA \$27.95 CAN £13.95 NET UK

WWW.NEWRIDERS.COM

ISBN 0-321-34810-9





