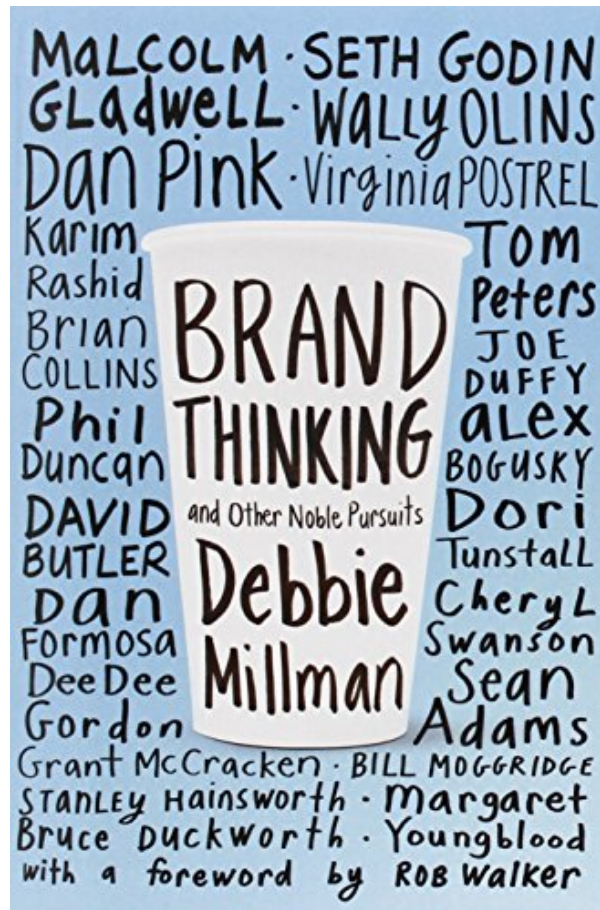
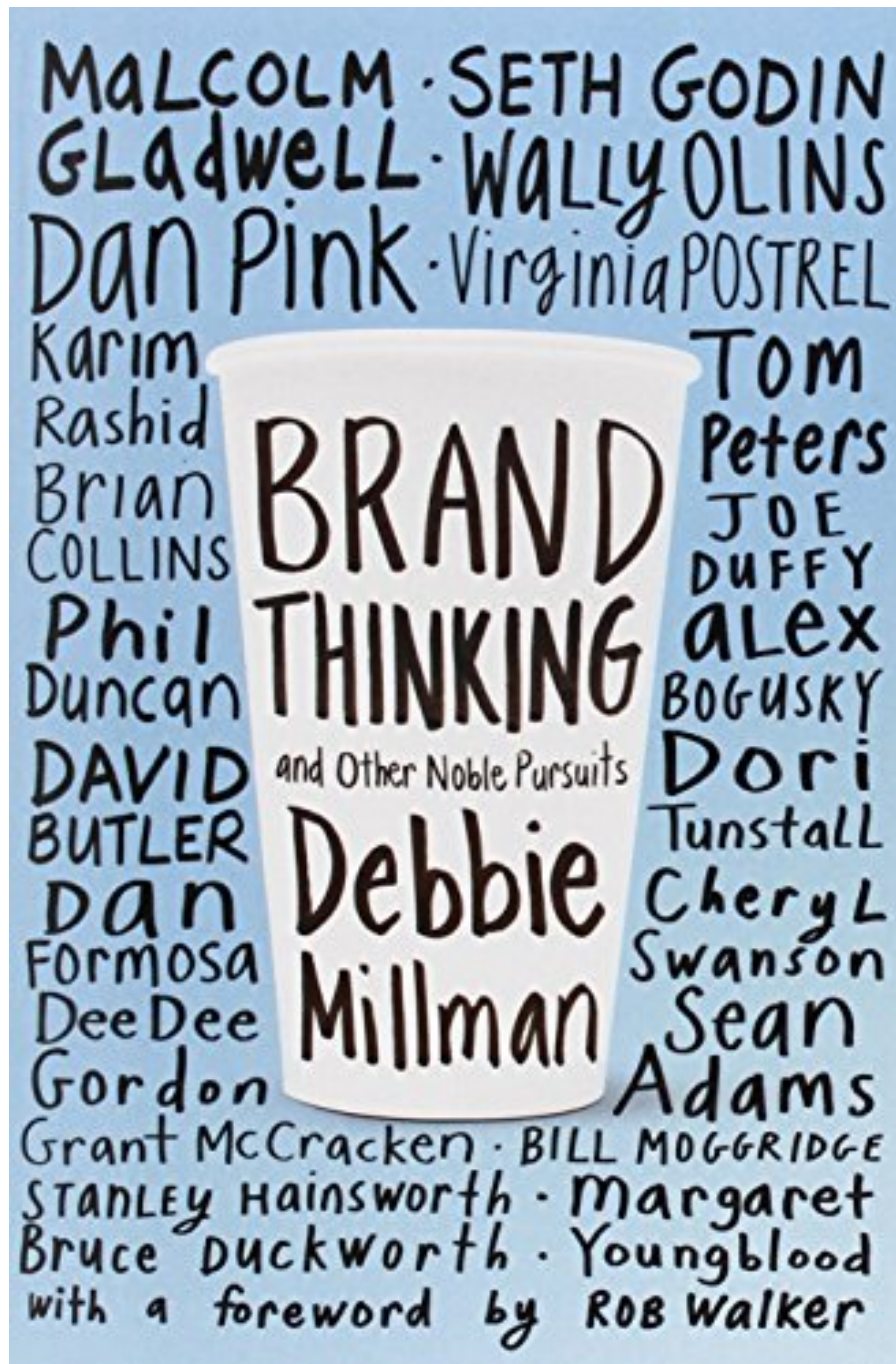


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“

Transcends business implications to dive into the very nature of human behavior. . . . a powerful look at the role brand plays in society, politics, economics, psychology and technology.

” (Nadia Tuma - Forbes.com)

About the Author

Debbie Millman has worked in the design business for more than twenty-five years. She is president of the design division at Sterling Brands. She has been there for nearly fifteen years and in that time she has worked on the redesign of global brands for Pepsi, Procter & Gamble, Colgate, Nestle, and Hasbro. Millman is President of the AIGA, the largest professional association for design in the world. She is a contributing editor at Print Magazine, a design writer at FastCompany.com, and co-founder and chair of the Masters in Branding program at the School of Visual Arts in New York City. Her books are How to Think Like a Great Graphic Designer, The Essential Principles of Graphic Design, Look Both Ways: Illustrated Essays on the Intersection of Life and Design, and Brand Thinking and Other Noble Pursuits. She lives in New York City.

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The notion of the brand, like any concept that dominates markets and public consciousness, is a challenge to define. Is it a simple differentiator of the cereals in our cupboards, a manipulative brainwashing tool forced on us by corporations, or a creative triumph as capable as any art form of stimulating our emotions and intellect?

For those of us who grapple with these questions on a daily basis, *Brand Thinking and Other Noble Pursuits* elevates the discussion to the level of revelation. Each chapter is an extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the field. By asking questions deeply informed by her own expertise, Millman coaxes lucid, prescient answers from twenty-two interview subjects, among them Malcolm Gladwell, Tom Peters, Seth Godin, and godfather of modern branding Wally Olins.

This engaging and enlightening book is an unprecedented forum on the state of modern branding and how companies and consumers can best understand the behavior behind why we brand and why we buy.

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- 336 pages

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18 of 20 people found the following review helpful.

Great insights. A very enjoyable read

By Grazia Ozu

My husband, a corporate design strategist, bought this book recently and couldn't stop talking about it. I borrowed it and read it cover to cover in what felt like five minutes. Not only is it entertaining, it's full of insights about our culture now and how it has developed over the course of the past century. The anthropological side of branding and design is even more fascinating than I had realized, and Millman and the people she interviews (including Malcolm Gladwell, my all-time favorite New Yorker writer next to Calvin Trillin) interpret and articulate it beautifully. Enthusiastically recommend!

10 of 11 people found the following review helpful.

Thought-provoking, but slightly repetitive

By Christina D.

I listen to Debbie Millman's podcast and was very excited to read this book. I work in marketing and enjoyed her dialogue with brand thinkers; many were very thought-provoking. However, it was definitely more about "brand thinking" than "other noble pursuits." While there was a range of folks interviewed, I did feel it got a little repetitive towards the end.

5 of 5 people found the following review helpful.

Must have for your design library.

By jhylton323

I've always been a fan of Debbie Millman's podcast "Design Matters." Her books and interviews are invaluable resources designers have access to today. *Brand Thinking* gives the reader a backstage pass to the great design minds behind varied industries and global brands. It is most definitely worth the read (and re-read) for aspiring designers like myself or even seasoned designers who are looking to find a different angle on what 'branding' is all about. It may even resonate in the avid consumer of today's society as brands affect everyone, whether we realize it or not.

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