

D



Foundation



F



Introductory



033
The Fundamentals of
Branding

B



Intermediate



R



Required Reading Range
Course Reader



Required Reading Range
Module Reader



035
More Than a Name:
An Introduction to Branding



Branding

Melissa Davis
communications consultant



Melissa Davis is author of *The Fundamentals of Branding* (see page 33). She is a consultant with over 15 years' experience in journalism, branding and communication.

What is the key point that you want students to take away from reading *The Fundamentals of Branding*?

I have sought to give students an insight into the discipline of branding; from the stages of developing a brand, to ways of working with clients and across teams, through to key trends. The book will help students with the transition from studying theory to playing an active part in creating brands.

How do you feel the industry contributions add to the text?

The various examples and case studies, as well as the stories from people who work in the industry, strengthen the book by making it easier to digest. They also offer a 'real world' perspective. These examples are designed to inspire students – and they can also apply their own favourite examples to the theory put forth in the book.

What was your motivation for writing *The Fundamentals of Branding* and how do you anticipate it will help students?

After writing *More than a Name: an Introduction to Branding* in 2005, I wanted to write a foundation title that would condense some of the concepts from my previous book into more bite-sized chunks. *The Fundamentals of Branding* is a fast-paced book that is easy to read. It is also a useful book for small- and medium-sized businesses as well as students.

How, in your opinion, does the book reflect current branding practice?

The book is up-to-date with current branding practice, including trends and approaches. I work in the industry, so I have drawn upon my own experience, as well as interviewing people working in senior positions within the branding sector.

How do you see branding education progressing?

I believe that digital media will have a huge influence on branding in a way that we have yet to see. This will need to be reflected on courses. Many brand managers feel a loss of control, but the essential issue is more about adapting and delivering on the brand promise in a different way. International influences and new consumer markets are also expanding the branding world. It's a very exciting time.



! *The Fundamentals of Branding* will help students with the transition from studying theory to playing an active part in creating brands.



Introductory

The Fundamentals of Branding
Melissa Davis

Key features

Introduces students to the basic principles behind the creation and development of successful brands.

Offers insight into key aspects such as audiences, trends, brand structures and brand architecture.

Explores the fundamental client/agency relationship.

Places branding in a global context and discusses its relation to business practices as well as other creative disciplines.

Each chapter is supported by examples of well-known brands from around the world, as well as case studies of branding in new and emergent markets.

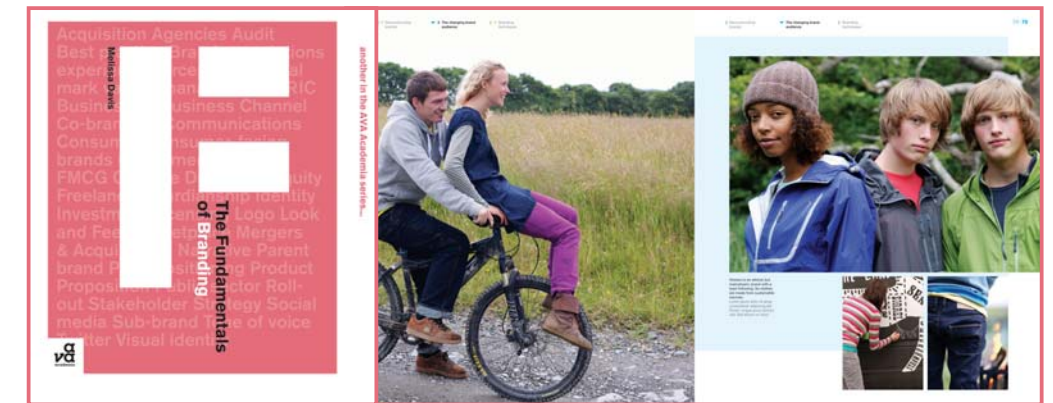
Presented in an engaging visual style, designed to appeal to students of the creative arts.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with a comprehensive discussion of basic branding theory, before examining specific key practices in greater detail.



! Well presented examples, themes and chapters. Good written style. Like the size of the book and its simplicity. Jeffrey Tribe / Bedford College / UK

! Very colorful, an excellent overview of the subject. Much needed in an area not usually so entertainingly expressed on the written page. Martin Dawber / Liverpool John Moores University / UK

Jeffrey Tribe is an advanced practitioner at Bedford College, UK.

Jeffrey Tribe discussing *The Fundamentals of Branding*

AVA titles have been very successful and widely adopted. What do you think are the factors that make our titles stand out?

AVA books contain straight-talking creative content and learning that is, quite simply, difficult to find in any other format.

How is *The Fundamentals of Branding* relevant to the courses you teach, how does it compare with titles that you currently use?

At Bedford College, this book is recommended reading for higher level students studying graphic design. We believe it demystifies what is perceived to be a complex subject by breaking it up into simple, easy-to-digest parts.

Does the content reflect the structure of your course?

Interestingly, I have just compiled a personal presentation for students on branding, and I found this book to be an excellent support reference. It has reassuringly confirmed many ideas and thoughts, and provided some excellent examples to refer to.

How does the book assist students' understanding of the topic?

By providing a simple, no-nonsense deconstruction of a subject shrouded in jargon, accompanied by highly relevant, up-to-the-minute examples.

How do students respond to the visual content of AVA books?

They welcome the easy-to-follow written style and content, not to mention the price!

How do the industry examples in the books support your teaching?

AVA titles use exemplary, key themes which the students can all comprehend and relate to. This makes the learning process that much more understandable and interesting.

How, in your opinion, does the book reflect current branding practice?

The book reflects current branding practice by discussing topics such as social responsibilities, collaborations and predicted trends and shifts.

Do you call upon any other AVA Academia titles in the courses you teach?

We use many AVA titles to support and inspire our communication design courses. We also like the variety in readership levels, which span all of our higher education needs. For example, the *Basics Design* series is a fantastic starting point for many of our students, whilst at the other end of the scale the Required Reading titles challenge our most able higher education students and, on many occasions, the tutors.



! *The Fundamentals of Branding* provides a simple, no-nonsense deconstruction of a subject shrouded in jargon.



Required Reading Range Module Reader

More Than a Name: An Introduction to Branding Melissa Davis with commentary by Jonathan Baldwin

Melissa Davis has over 12 years' experience in journalism, branding and corporate communications. She has worked with some of the world's biggest brands, including Apple, Shell and Microsoft, consulting on communication strategies and brand campaigns. Melissa is now based in London and advises corporations on social responsibility programs.

Jonathan Baldwin is a lecturer in design history, theory and practice at Dundee University, Scotland. He teaches and writes on issues related to popular culture, the media, graphic design and higher education. He has experience working as a professional graphic designer and has contributed to many publications and conferences on art and design in higher education.

More Than a Name: An Introduction to Branding is a modern, visually instructive textbook offering students a comprehensive introduction to the world of branding, from theory to implementation. The book argues that a brand is far more than just a logo. It discusses the larger creative and economic process of branding, as well as the psychological theory behind impactful and successful brands. The text is supported by practical tips and exercises, as well as contemporary examples from some of the world's best-known brands and brand agencies.

Key features

A comprehensive guide to the theory and practical implications of branding.

Discusses the thinking behind the creation of a brand, its execution and its maintenance and development.

Supported by interviews, case studies and work from industry leaders.

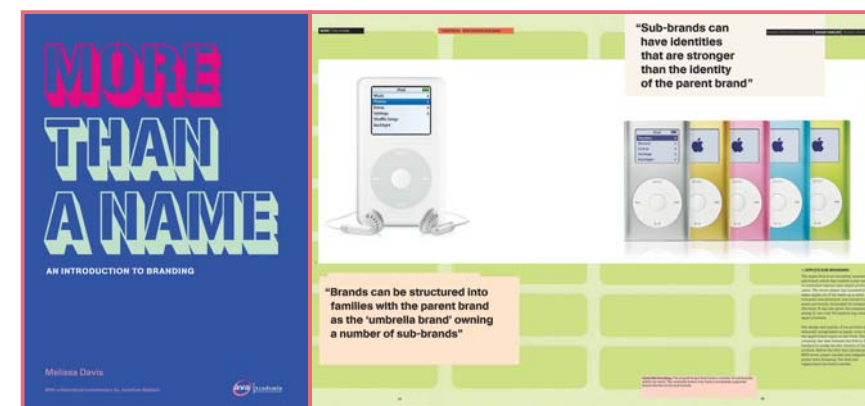
Accompanied by practical guides and student exercises, presented in a visually engaging style.

Readership

Required Reading Range Module Reader

These titles are designed to support specialized modules of degree courses and provide a platform for further exploration of the subject matter.

This book is an ideal core text for branding modules, as part of degrees in advertising, marketing, design or other creative disciplines.



! The book is visually fantastic and the information is on target for students.

Judith Anderson / Miami International University of Art & Design / USA

! A great book; very well written. Good format and layout. Incredibly useful and relevant to the course.

Leon Maurice / Northumbria University / UK