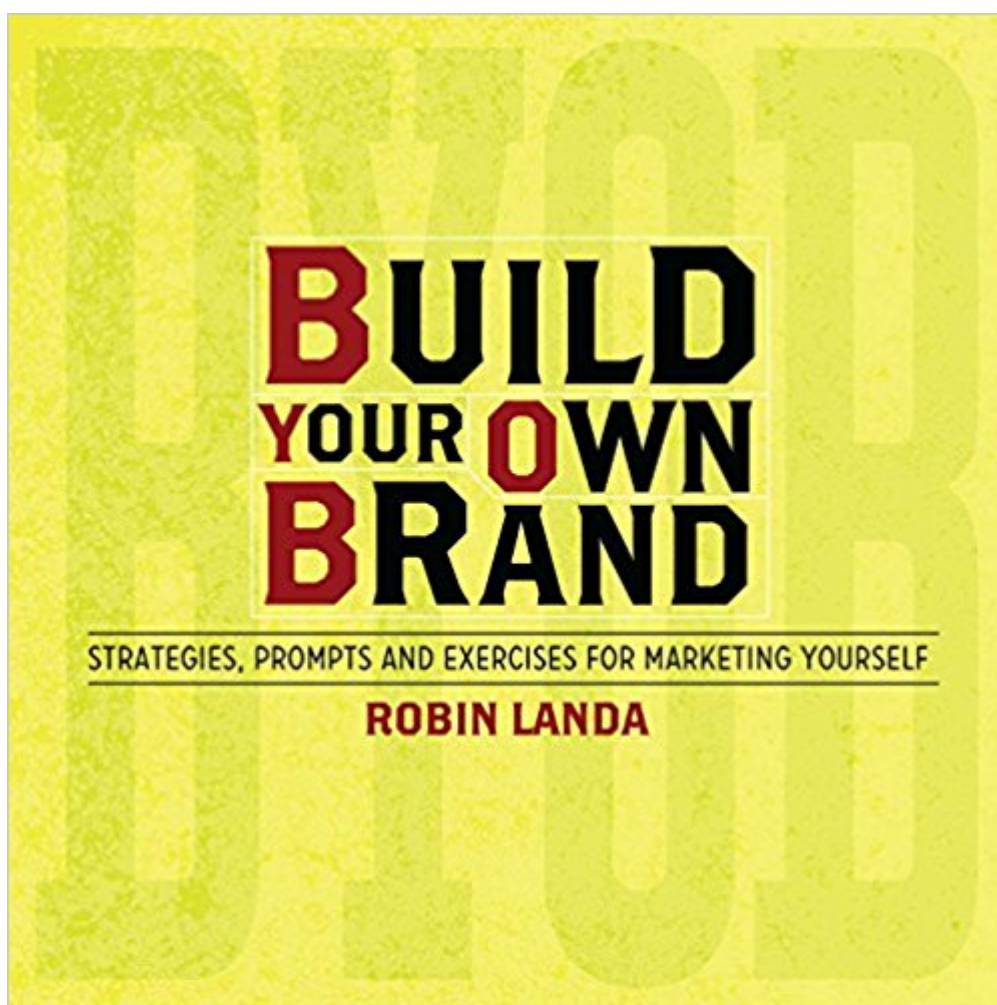




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Build Your Own Brand: Strategies, Prompts And Exercises For Marketing Yourself



Synopsis

What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. *Build Your Own Brand* is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

Book Information

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Customer Reviews

Robin Landa holds the title of Distinguished Professor in the Robert Busch School of Design at Kean University of New Jersey. She is the author of over twenty published books about graphic design, branding, advertising, drawing, and creativity.

Great Book, I enjoy the prompts

Finally, my book is with me. 140 days to delivery! But, it's all ok.

I have a beginner's knowledge of branding of which I am seeking to expand, and this book has

helped teach me the fundamentals of branding clearly and confidently. Through this book, I've been teaching myself all about the foundations and how to brand myself and my business distinctively and successfully. I highly recommend this book to anyone, it is a must have for a library! Thank you to Robin Landa, your book has helped me immensely and I've become more confident as a young designer because of it.

This book is clearly written, well-constructed, beautifully designed, pragmatic but eminently readable, and more than delivers what it promises. Although written for the design community, it has practical applications for anyone who is seeking to differentiate himself or herself in the increasingly competitive job market.

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