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Pursuits by Debbie Millman

Brand Thinking and Other Noble Pursuits is comprised of the questions and answers to a range of queries posed by its author to some very successful players in the field. “A brand is something you have an unexplained emotional connection to” according to Phil Duncan, Vice President and Global

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Design Officer of Proctor & Gamble, one of many distinguished interviewees this book.

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Brand Thinking & Other Noble Pursuits by Debbie Millman, Rob Walker available in Trade Paperback on Powells.com, also

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Gladwell. Those are just 6 of 22 of the world's leading brand thinkers that Debbie Millman interviewed for Brand Thinking and Other Noble Pursuits.

Brand Thinking and Other Noble Pursuits - Actionable Books

Author, designer, and insightful thinker Debbie Millman has spent much of her

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life pursuing that question, and now, she asks some of the other brightest minds in the industry (and beyond) how they would answer this question. These discussions culminate in her new book, *Brand Thinking and Other Noble Pursuits*.

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Debbie is the author of six books, including two collections of interviews that have extended the ethos and editorial vision of Design Matters to the printed page: How to Think Like a Great Graphic Designer and Brand Thinking and Other Noble Pursuits. Both books have been published in over 10

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Debbie Millman interviewed for Brand Thinking and Other Noble Pursuits.

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Having read Naomi Klein's No Logo several years ago and been stirred by her central thesis, we were cautious about Debbie Millman's Brand Thinking,

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but it didn't take long before we realized that the subtitle "and Other Noble Pursuits" was rather tongue-in-cheek. When Millman says "brand thinking," she means thinking,...

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