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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

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extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the field.

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

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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 languages.

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1. U. 1. H. 1. 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, but it didn't take long before we realized that the subtitle "and Other Noble Pursuits"

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was rather tongue-in-cheek. When Millman says "brand thinking," she means thinking, but she doesn't give the same weight to "noble."

Book Review: Brand Thinking: And Other Noble Pursuits, by ...

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