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Big Brand Theory is a spectacular best of compilation featuring the highest-profile branding campaigns and providing an invaluable resource guide for those wishing to understand the key elements of a successful brand. Case studies for key players such as Adidas, Colette, Converse, Starbucks, H&M, Nike, Isse Miyake, Lacoste, Levi's, Thonik, UNIQLO, and many more illustrate the crucial design elements essential to crafting a youthful and dynamic corporate identity. Examination of each branding concept is multi-faceted, with examples devoted to not just one, but many elements utilized in major campaigns: for example, Nike's featured campaigns include individual product packaging, posters, store displays, athletic wear, retail bags and boxes, corporate giveaways, and high-end designer products and gifts. Richly illustrated, Big Brand Theory is an indispensable guide through a variety of industries to reveal what really works in the world of branding.

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