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**Sinopsis**

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This bold and innovative new book examines the phenomenon of branding as corporate strategy. With an introductory essay on the role and philosophy of branding on the international stage, World Branding provides a step-by-step approach for the reader, breaking down the various examples by the elements that make up a brand and familiarizing one with contemporary terms and notions of identity. Through a series of case studies, World Branding illuminates prominent companies, institutions, organizations and governmental bodies, which exemplify successful brand strategies. In depth and beautifully illustrated, this book is a must for any design or corporate library. Case studies include: Adobe, Audi, The British Library, A Coherent National Brand for Denmark, The Netherlands Ministry of Defence and Scandinavian Airlines.