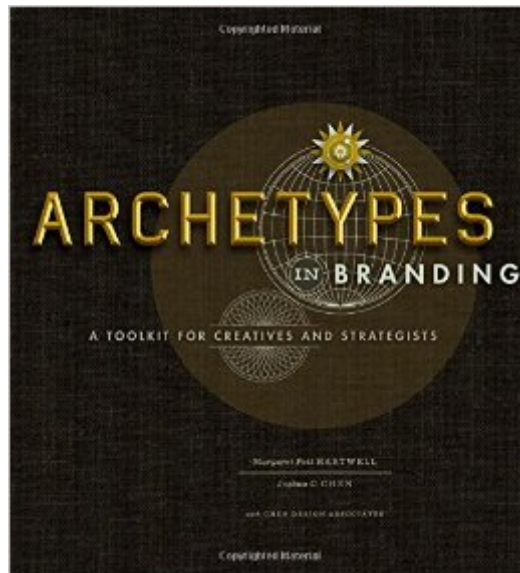


The book was found

Archetypes In Branding: A Toolkit For Creatives And Strategists



Synopsis

Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. Combined with a companion deck of sixty original archetype cards, this kit will give you a practical tool to: Reveal your brand's motivations, how it moves in the world, what its trigger points are and why it attracts certain customers. Forge relationships with the myriad stakeholders that affect your business. Empower your team to access their creativity and innovate with integrity. Readers will use this tool over and over again to inform and enliven brand strategy, and to create resonant and authentic communications. For more information visit www.archetypesinbranding.com.

Book Information

Hardcover-spiral: 158 pages

Publisher: HOW Books; Spi edition (September 13, 2012)

Language: English

ISBN-10: 1440308187

ISBN-13: 978-1440308185

Product Dimensions: 9.8 x 1.5 x 10.8 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (30 customer reviews)

Best Sellers Rank: #81,307 in Books (See Top 100 in Books) #14 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #389 in [Books > Arts & Photography > Graphic Design > Techniques](#)

Customer Reviews

First, I am a brand professional, and have studied and used archetypes for client branding over more than a decade, starting when I worked for Landor, the sister company of Y&R, which developed the idea of archetypes in branding many years ago. Having said that, I am always looking for refining or expanding my tool set or processes. In that, this book/ toolkit falls short. Pros:- Distills complex archetypal traits into bite-sized easily digestible conversation starters.- The idea of cards as visual/ verbal tools is a useful concept.- Easy to read.- Appreciate attributing archetypes not only to (1) client brands that brand professionals must help brand position (emotional, personality, character, intangible), but also to (2) client audiences/ customers--in order to help bridge interactions between each side.- Beyond the traditional proven 12 archetypes, the additional 48 spin-off sub-archetypes appear a useful concept in theory. Indeed, it loosely resembles the

post-Jung archetype work of Dr. Carol S. Pearson. However...Cons:- The additional 48 archetypes appear more like stereotypes. Some additional archetypes are questionable in content, and do not appear to be proven or valid from a scientific/ psychological standpoint.- Descriptions overlap across archetypes and newly introduced sub-archetypes, so that in practice the sub-archetypes render both the primary archetypes and sub-archetypes useless and ambiguous. The authors have gone well beyond creative license with regard to the original Jungian archetypes--and seem to distort the later well-respected Pearson archetypes.

[Download to continue reading...](#)

Archetypes in Branding: A Toolkit for Creatives and Strategists Intellectual Property Rights Management: Rookies, Dealers and Strategists Strategic Thinking for Advertising Creatives The Production Manager's Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series) The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series) The Assistant Lighting Designer's Toolkit (The Focal Press Toolkit Series) Faces of Compassion: Classic Bodhisattva Archetypes and Their Modern Expression _ An Introduction to Mahayana Buddhism The Hero and the Outlaw : Building Extraordinary Brands Through the Power of Archetypes Way of the Horse: Equine Archetypes for Self-Discovery — A Book of Exploration and 40 Cards A Beginner's Guide to Constructing the Universe: Mathematical Archetypes of Nature, Art, and Science Art Journal Your Archetypes: Mixed Media Techniques for Finding Yourself Atomic Marbles and Branding Irons: Museums, Collections, and Curiosities in Washington and Oregon Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design Business Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future SharePoint 2013 Branding and User Interface Design How to Start a Band: An Essential Guide to Starting a Band, Branding Your Style, Landing Gigs, and Attracting Fans - (How to Make a Band | How to Form a Band | How to Manage a Band) Branding Post-Communist Nations: Marketizing National Identities in the "New" Europe (Routledge Research in Cultural and Media Studies) The A-Z of .co.uk FBA: A step-by-step guide to branding, sourcing and selling private-label FBA products on 's UK website

[Dmca](#)