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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, 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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For those of us who grapple with these questions on a daily basis, Brand Thinking and Other Noble Pursuits elevates the discussion to a new level of revelation. Each chapter is an extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the branding field.

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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 Magazine from 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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