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THE BRAND GAP □
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ABOUT THE

AUTHOR Marty

Neumeier is president
of a San Francisco-
based brand

consultancy, Neutron
LLC. Neutron supplies
the "glue" that holds

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brands together:
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▯The Brand Gap▯ is a combination of picture book, real-life examples, and strategy insight. The Brand Gap focuses on the five points that any brand could (and should) use to strengthen their brand. The five points are Differentiate, Collaborate, Innovate, Validate, and

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Cultivate—but you really have to read the book to get what those mean.

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transforming their
Marty Neumeier

company and brand.

Core Concept In 2003

Marty Neumeier, the

first expert to call for

the hiring of chief

brand officers, or

CBOs, redefined a

'brand' from being a

logo to being 'a

customer's gut feeling

about a product,

service, or company'.

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by Marty Neumeier.

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Brand Illustrated □

MARTY NEUMEIER

Marty Neumeier's professional mission is to "incite business revolution by unleashing the power of design thinking."

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He does this by

writing books,
conducting
workshops, and
speaking

internationally about
the power of brand,
innovation, and
design. His

bestselling
"whiteboard" books
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(Author of The Brand
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THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite

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[charismatic brand] a
brand that customers
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Marty Neumeier
is to "incite business
revolution by
unleashing the power
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He does this by
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conducting
workshops, and
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internationally about
the power of brand,
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branding, debunks old myths and brings fresh perspective to helping businesses communicate themselves in the most effective and strategic ways. He explains the gap between creativity and strategy is often too large and therefore business are suffering.

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