



Creating Brand Meaning: How to use Brand Vision Archetypes (2nd edition)

Dr Peter Steidl

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This book introduces you to brand vision archetype or, if you are already a convert, allows you to confirm and extend your current practice. It has been written for practitioners and includes all the essential insights and understanding required to apply brand vision archetypes properly, honed in a multitude of assignments carried out by the author over many years. It presents detailed guidelines for conducting brand vision archetype and touchpoint engineering workshops. It also presents the archetype collection - 28 archetype cards with all the details you need to select the right brand vision archetype for your brand.

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