Robert Jones

BRANDING

A Very Short Introduction
Contents

Thank you xvii
List of illustrations xix
Introduction 1

1 The triumph of branding 3
2 What is ‘branding’? 15
3 The history of branding 27
4 How branding works 45
5 The branding business 63
6 Branding projects 80
7 The ethics of branding 97
8 A future for branding? 108

References 123
Further reading 127
Index 129