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# Branding and Product Design: An Integrated Perspective

*Monika Hestad*

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**Branding and Product Design: An Integrated Perspective** Monika Hestad

Why do winning brands appear to be more creative and authentic than less successful ones?

Despite the strong link between famous brands and the products sold under their name, there is still a gap in understanding the relationship between product design and brand-building - Monika Hestad plugs that gap. Branding and Product Design discusses key questions about the link between product and brand and about design processes and innovation. It examines these questions on both macro and micro levels and provides the reader with tools to help understand the role of products in building a brand, and how to bring the brand and the product design process together. These are based on the author's research into branding and product design, her years of teaching these topics, and her own industrial practice. Qualitative interviews delivering an 'insider' perspective on major brands bring abstract concepts to life.

The book includes case studies from well-known and up-and-coming brands and will prove invaluable to design practitioners, marketers, managers and other professionals working close to designers. It will also benefit those teaching and studying, particularly if they are involved in the new higher education programmes where business schools and design schools are co-operating to reflect the intersection between design and branding.

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