

Archetypes In Branding A Toolkit For Creatives And

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Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. With a foreword by Jay Ogilvy, co-founder of Global Business Network and a companion deck of sixty original archetype cards, the book includes useful advice on the meaning and responsible use of archetypes, as well as how to apply archetypes in a variety of business contexts.

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Archetypes in Branding: A Toolkit for Creatives and Strategists by Margaret Hartwell Sep 13 2012: Amazon.co.uk: Books

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Designed to help the effective integration of brand, culture, and communications, Archetypes in Branding offers an approach to create conversations that matter to the success and sustainability of your brand and your business.

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One of the first branding firms to pioneer brand archetypes from Jungian psychology, Young & Rubicam, included this archetype (example, Mastercard); Yet no equivalent archetype may be found in Margaret Hartwell's "Archetypes in Branding: A Toolkit for Creatives and Strategists". Granted, Pearson archetypes do not include this archetype either.

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