



Packaging the Brand: The Relationship Between Packaging Design and Brand Identity (Required Reading Range)

Gavin Ambrose, Paul Harris

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While many other areas of design have commercial aspects, the success of a piece of packaging design is inextricably linked with its ability to sell a product. *Packaging the Brand* discusses the implications of this commercial function for a designer.

It explores methods of visually communicating the value of a product to its target audience and examines the entire lifespan of a piece of packaging: from its manufacture and construction, to its display in various retail environments, to its eventual disposal and the associated environmental concerns.

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