



The Physics of Brand: Understand the Forces Behind Brands That Matter

Aaron Keller, Renee Marino

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Welcome to a brand-new way of thinking about branding.

The Physics of Brand is an exploration of how brands evolve in time and space. Drawing on experience working with companies such as Patagonia, General Mills, Target, and more, this book provides an exciting new systems approach to branding. By focusing on how brands and people actually interrelate, you'll gain a new perspective on brand growth and interaction.

Complete with case studies to illustrate these concepts and Thought Experiments to get you thinking conceptually, *The Physics of Brand* is your new textbook on brand theory.

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