



Joel Desgrippes and Marc Gobe on Emotional Brand Experience

Anne Hellman

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Degrrippes Gobe is internationally sought-after firm that is leading the industry with groundbreaking work.

This exciting new book shares the expertise of the world-renowned Degrrippes Gobe team on a design subject for which they are widely recognized emotional branding. The authors provide practical information by not only reviewing their own work, but other strong work in the field.

Using sketches, notes, and final pieces, Degrrippes Gobe reveal their design process and the intricacies that have made them so successful. Speaking candidly about client expectations, they explore the successes and failures of particular projects to help readers understand how they achieved the end result. This unique master class will provide readers with a better understanding of how to take their own work to the next level by offering their clients designs and branding strategies that make a difference by connecting on an emotional level.

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