

# VISIONARY

## DESIGN MARKETING

### RESOURCES

In preparation for our many seminars on Design Harmony: Design's Influence on Health and Wellness, we have studied numerous books and articles on the subject. Here are a few we have found most valuable:

#### Health and Wellness in Design

***Beauty, Neuroscience and Architecture, by Don Ruggles:*** This is the book, and the man, that started me on my appreciation of the health benefits of beauty and great design. It's an outstanding read and takes the reader through the history of design and architecture and their impact on our minds.

***Sacred Spaces, by Bea Pila:*** At the same time I was reading Don's book, I was introduced to Bea's Sacred Spaces. Bea speaks movingly about the holistic and nurturing power of design for both the client and the designer. Bea is a gifted designer who truly "feels" her work.

***Beauty: The Invisible Embrace, by John O'Donohue:*** Don't you just love the title?! The Invisible Embrace is exactly what beauty does for us!

***Healing Spaces, by Esther Sternberg:*** Healing Spaces was recommended to me by Shelly Rosenberg in Dallas. Shelly is a true believer in the nurturing aspects of our built environment and recently re-named her business "Acorn and Oak". Healing Spaces is an excellent read on the power of senses and spaces to influence our moods and behavior.

***Biophilic Design, and Nature by Design, both by Stephan R. Kellert:*** Stephan Kellert is perhaps the father of the biophilic movement in America. Both books are outstanding reads and document the concept that we are part of nature and our environmental history

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### Articles/Sites

- Designing for Behavior: Workplace Magazine
- Psychology Tomorrow: Aesthetics and Well Being
- THINK: Littleonline.com- This is Your Brain on Space
- DesignwithScience.com
- Terrapinbrightgreen.com— 14 Patterns of Biophilic Design
- University of Illinois: Professors Taylor and Kjuo
- Chiba University: Center for Environment and Field Sciences
- Rusk Institute of Rehabilitation Medicine
- Come to Your Senses, Catherine Warren Leone
- Mother Earth News: Your Brain on Nature
- How a Beautiful Room Can Change Your Mind, by Donald Rattner
- The Atlantic: How Nature Resets Our Minds and Bodies

### Personal Branding

One of our most powerful seminars helps design industry businesses position their brands. The seminar is actually a “workshop” titled “The Power of Personal Branding”. Attendees get a glimpse of how to answer basic branding questions like “Who Are You” and “What Do You Stand For” that are the fundamental questions asked by all major brands. Here are several books that have contributed to the development of this very popular seminar series:

***Kellogg On Branding***—This is a terrific book written by the marketing faculty at the Kellogg School of Management at Northwestern University. Faculty members and industry leaders all contribute their knowledge on brand marketing.

***Brand Thinking***, by Debbie Millman—The author interviews 30 creative directors and brand specialists from around the world. Independent success stories and failures are reviewed and discussed at length.

***Managing Brand Equity***, by David A. Aaker – David Aaker is one of the country’s leading brand specialists. Aaker is the creator of the Aaker Model, a marketing model that views brand equity as a combination of brand awareness, brand loyalty, and brand associations. The model outlines the necessity of developing a brand identity, which is a unique set of brand associations representing what the brand stands for and offers to customers an aspiring brand image.

***Building Strong Brands***, by David A. Aaker—David Aaker follows up *Managing Brand Equity* with a series of corporate case studies.

***Driving Brand Value***, by Tom Duncan and Sandra Moriarty—The authors focus on the need to integrate communications in a way that provides consistent brand messaging.

***Sell the Brand First***, by Dan Stiff—The author provides insight into how to sell and market one’s brand essence. This is an excellent read for sales and marketing managers.

***The Leadership Challenge***, by Kouzes and Posner—While not specifically a book on branding, its theses go hand in hand with brand marketing. Leadership is the logical outgrowth of great brand marketing and *The Leadership Challenge* guides the reader through the process.

***Visionary Leadership***, by Burt Nanus—Burt Nanus forces us to be clear and resolute in the vision we have for our business. Leadership and being a visionary are core to his message.