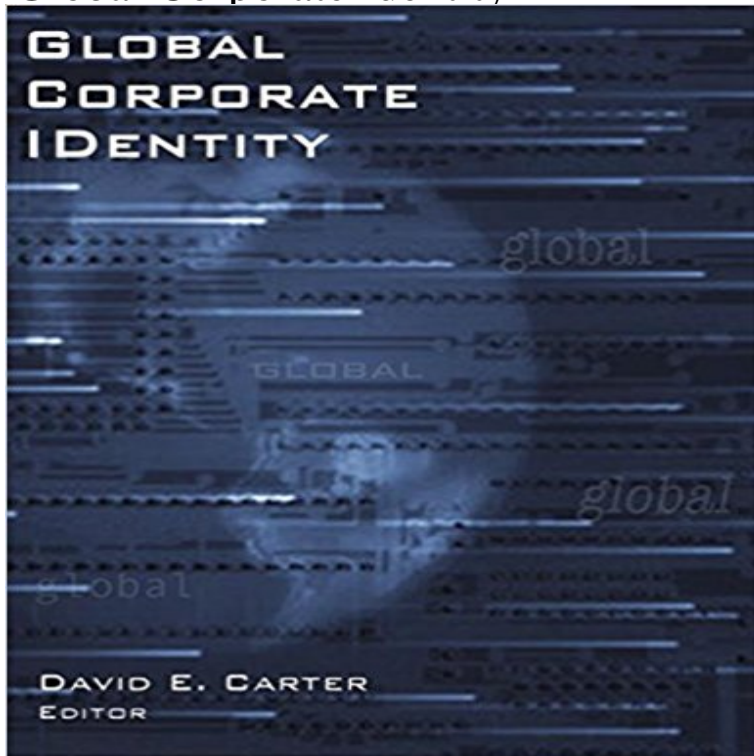


## Global Corporate Identity



Since the 1980s, David E. Carter had produced the best-selling American Corporate Identity annual, showing the best new work in corporate identity design from the United States. Now, Carter has edited an international counterpart: Global Corporate Identity. The book has all the elements that have made American Corporate Identity such a popular reference book, with seven categories of corporate design: logos, letterheads, package design, complete identity programs, corporate identity manuals, signage & environmental graphics, and corporate brochures. Like American Corporate Identity, Global Corporate Identity is printed in full color and hardcover. The primary difference in the two books is in content: While American Corporate Identity includes only firms from the USA, Global Corporate Identity is predominantly filled with work from outside the United States. In all, about 70% of the pieces shown in this book are from places outside the USA. The American entries are, for the most part, representative of firms who do business outside the United States. The result is a comprehensive overview of the current corporate identity state of the art for those firms marketing on a multinational basis. Every designer who wants to keep up with the latest trends in international corporate identity will find this a must-have reference.

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Global corporate identity 2, David E. Carter, editor. 0060589264 (hardcover), Toronto Public Library.

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