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Imagine how fun it would be to be a fly on the wall at a dinner party with Dan Pink, Tom Peters, Karim Rashid, Seth Godin, Brian Collins and Malcolm Gladwell. Those are just 6 of 22 of the world's leading brand thinkers that Debbie Millman interviewed for Brand Thinking and Other Noble Pursuits.

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Brand Thinking and Other Noble Pursuits by Debbie Millman

For those of us who grapple with these questions on a daily basis, Brand Thinking and Other Noble Pursuits elevates the discussion to the level of revelation. Each chapter is an extensive dialogue between Debbie Millman, herself a design visionary, and a different leader in the field.

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Brand Thinking and Other Noble Pursuits is comprised of the questions and answers to a range of queries posed by its author to some very successful players in the field.

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However, it was definitely more about "brand thinking" than "other noble pursuits." While there was a range of folks interviewed, I did feel it got a little repetitive towards the end. 19

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Debbie is the author of six books, including two collections of interviews that have extended the ethos and editorial vision of Design Matters to the printed page: How to Think Like a Great Graphic Designer and Brand Thinking and Other Noble Pursuits. Both books have been published in over 10 languages.

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Like other realms, American intellectual life has been marked by a series of exclusions. The oldest and vastest was the exclusion of people of color from the commanding institutions of our culture.

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