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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*

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1. U. 1. H. 1. Having read Naomi Klein's No Logo several years ago and been stirred by her central thesis, we were

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cautious about Debbie Millman's Brand Thinking, but it didn't take long before we realized that the subtitle "and Other Noble Pursuits" was rather tongue-in-cheek. When Millman says "brand thinking," she means thinking, but she doesn't give the same weight to "noble."

Book Review: Brand Thinking: And

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