

## Advertising By Design Robin Landa

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ROBIN LANDA is a Distinguished Professor in the Department of Design at Kean University of New Jersey as well as a Designer, Branding Consultant, and Creative Strategist with her own firm, www.RobinLanda.com. She is the author of twelve books in addition to being a frequent speaker on the subjects of advertising, graphic design, branding, and creativity.

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Robin Landa is a distinguished professor in the Michael Graves College at Kean University. An award-winning author, teacher, designer, and branding expert, she has written more than twenty books on advertising, design, and creativity, including such bestsellers as Graphic Design Solutions (now in its fifth edition), Build Your Own Brand , and Nimble: Thinking Creatively in the Digital Age .

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