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Jürgen Salenbacher: Academic Dean of IED, Istituto Europeo di Design Barcelona.

Barcelona-based Salenbacher has an MBA and has worked in branding, design and marketing throughout Europe for companies like Levi's, Mattell, and Louis Vuitton, as well as for personalities like Muhammad Ali. He lectures, coaches, and runs workshops.

Since 2006 he is teaching Communication Strategy and International Marketing Strategy at IED Barcelona where he also facilitates his CPB-Workshops in various Masters, among them Master in Design Management, Master in Fashion and Master in Graphic Design.

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Jürgen Salenbacher examines the work of leading theorists in business culture before explaining how our success in exploring change rests on our ability to think creatively. Branding practises, he suggests, can help us, but we also need to cultivate creative thinking. This book is a unique resource for creative minds, entrepreneurs, and teams, but may also be used by anyone facing major life decisions.

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