



Guinness Is Guinness: The Colourful Story of a Black and White Brand (Great Brand Stories series)

Mark Griffiths

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The history of Guinness, from its humble beginnings in the pubs of Dublin to its spread to bars in Nigeria and Indonesia, is explored in this fascinating analysis of the 250-year-old brand. Popular Guinness ads from across the years are included, as well as information on current company practices and marketing campaigns.

Each title in this series features an in-depth, biographical look at one of today's top brands, such as Guinness, Adidas, and Starbucks. The brands included have all established themselves not only as financial successes but also as cultural icons. The storytelling style and eye-catching design of the books make learning about these innovative brands stimulating and enjoyable.

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