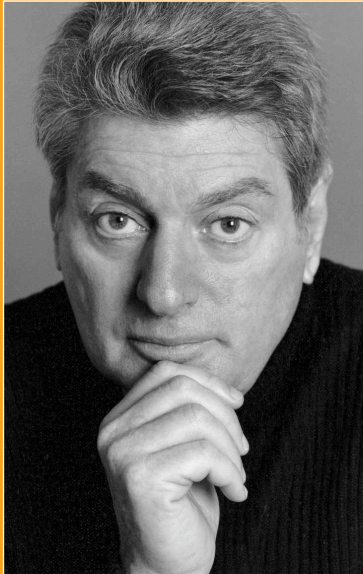


ALAN SIEGEL



Over the past three decades, Alan Siegel has become one of the best known figures in the branding business and a champion of clear communications. He has achieved the stature of both pillar of the establishment and provocative iconoclast, while building a leading brand consultancy, Siegel & Gale. His influence extends to advising organizations, such as Xerox, American Express, the National Basketball Association, Caterpillar, The Girl Scouts, and The New School, creating guides for *The Wall Street Journal* on understanding financial markets, and serving on the boards of numerous business and cultural organizations. He is also the author of *One Man's Eye: Photographs from the Alan Siegel Collection* and *Step Right This Way: The Photographs of Edward J. Kelty*.

“Alan Siegel wrote the book on making the complex simple, and in the process helped build lasting brands across North America. How fitting that he now has his own book!”

—Craig J. Kelly, Corporate EVP and CMO, SunTrust Banks, Inc.

“Biographies tell us how human beings succeed and fail, thrive and survive. These stories teach us because we cannot fail to find common ground with the subject. Alan Siegel's biography tells the story of a man who became a success and leader in an area of human endeavor that neither he nor his friends expected. It tells the story of unseen but powerful connections between his past and his future. It tells an important story that will comfort and inspire its readers.”

—Bob Kerrey, President, The New School

LOUIS J. SLOVINSKY

Louis J. Slovinsky retired as a corporate vice president from Time Warner Inc., where he directed corporate identity studies for Time Inc. and Time Warner Inc. He was a brand analyst for Siegel & Gale and for Chermayeff & Geismar, and a freelance writer for Corporate Branding Partnership.

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ALAN SIEGEL
ON BRANDING
AND CLEAR
COMMUNICATIONS



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