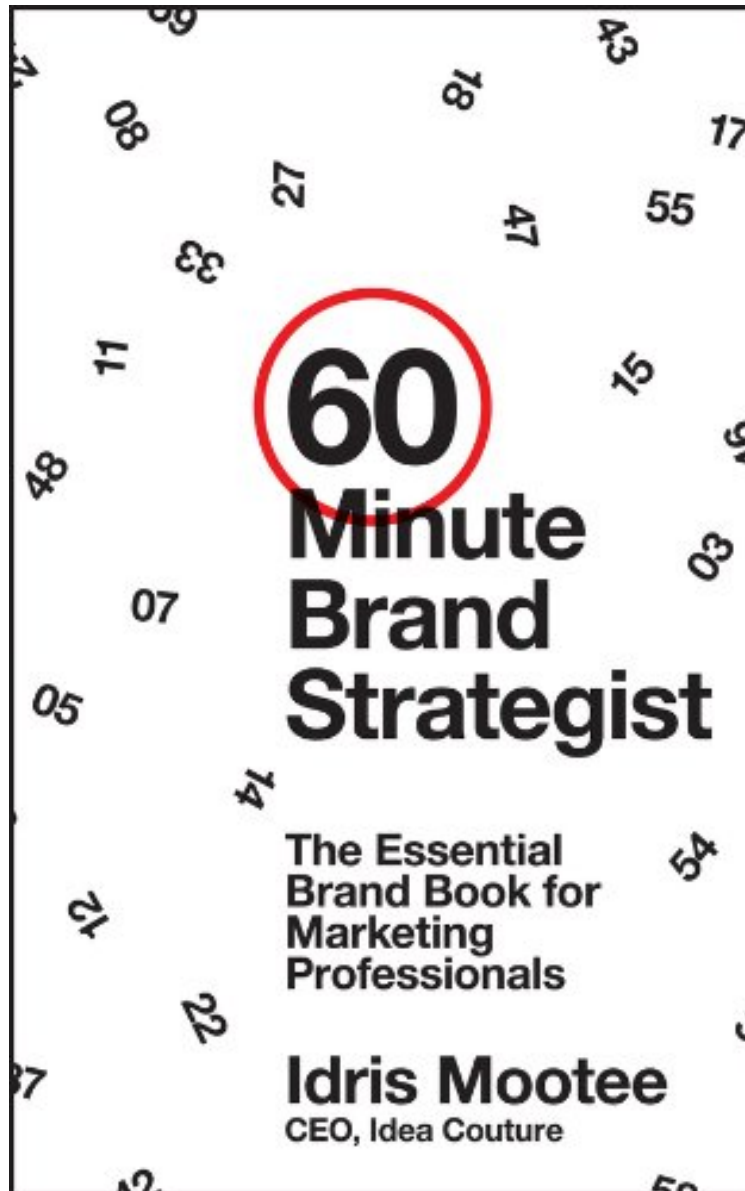


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60-Minute Brand Strategist: The Essential Brand Book for Marketing Professionals

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About the Author
IDRIS MOOTEE is the CEO of Idea Couture, a global innovation firm with offices in San Francisco, Shanghai, Toronto, London, Dubai, and Mexico City. He has worked with clients such as Amex, Burberry, BMW, Boeing, Cisco, De Beers, Kraft, Nike, Samsung, and Pepsi. A leading expert on applied design thinking, Idris speaks on strategic innovation, developing strategic foresights, and business model design through the application of Design Thinking.