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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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ROBIN LANDA is Professor of Visual Communications in the Department of Design at Kean University. The courses she created there have become models for fostering creativity in advertising and design. Landa's extensive research is showcased in her bestselling book, *Graphic Design Solutions*, which is used by colleges and universities around the world.

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