Communication Design Communicating the Value Proposition

Product DesignCreating the Value Proposition

Analogue Medium

Digital Medium

Product Marketing Manage	ers	Brand Strategists	Business Strategists	Publishers	Product Managers
Program Marketing Specialists Media Planners Illustra	Marketing Research Specialists Writers ators Photogr	Packaging Design Specialists raphers	User Researche Retail Environme Designers	Designers nt	Industrial Designers
Advertising	Graphic	Inform	nation	User Interface	Software
Art Directors	Designer		ners	Designers	Designers
Anima Direct Marketin Specialists Audience	Audio/Music Composers g Broadcas Designers	Engin Usab Reseai t Gai	neers Design pility rchers me	ners S Enformation Architects S Database Specialists	oftware ngineers O/S pecialists Hardware Engineers
Developmer Specialists			Managen Special	nent	System Architects

Design: Clement Mok, Sapient