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Da es beim Corporate Identity im Wesentlichen um Mechanismen geht, die mit der menschlichen Wahrnehmung zusammenhängen und sich deshalb nicht so schnell verändert, musste Dieter Herbst die 4. Auflage seines Longsellers nicht umschreiben. Zudem steht ja im Vorgänger schon ziemlich drin, was es zum Thema zu sagen gibt.

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Herbst, Dieter (2003b), Corporate Identity, 2. völlig überarbeitete Auflage, Berlin.

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