

After making its voice heard with its first international congress for acoustic brand communication in 2009, the Audio Branding Academy presented the second Audio Branding Congress in 2010. With the motto *Driven by Sound*, the Congress provided insights to strategic and acoustic designing of brands and products. With over 15 lectures, international sound and brand experts presented their results. This yearbook contains the proceedings of the Audio Branding Congress. It includes case studies of CNN International, Siemens, Audi, Unimed Rio (Brazilian health plan), DATEV (German software company), and the City of Amsterdam. Furthermore, the book presents articles about multi-sensory branding and product design, sound worlds of future vehicles, and more. It also includes an international directory of audio branding suppliers.

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